



EMAC Fellows Meeting

Valencia - 5 June 2014

MINUTES

Present

EMAC Fellows: Sönke Albers, Suzanne C. Beckmann, József Berács, Rod Brodie, Adamantios Diamantopoulos, Hubert Gatignon, Gabriele Troilo, Gerrit van Bruggen, Udo Wagner

EMAC Honorary Fellows: Gilles Laurent, Peter Leeflang, Berend Wierenga

Apologies

EMAC Fellows: George Avlonitis, Marnik Dekimpe, Klaus G. Grunert, Hans Kasper, Gary L. Lilien, Hans Mühlbacher, Jan-Benedict Steenkamp, Luk Warlop, Veronica Wong

EMAC Honorary Fellows: Michael Baker, Keith Blois, Lutz Hildebrandt, Graham Hooley, Lars-Gunnar Mattsson, Kristian Möller, John Saunders, Piet Vanden Abeele

Ex officio: Maja Makovec-Brenčič (EMAC President-Elect), Anne-Laure Marteaux (EIASM)

Agenda

1. Approval of the Agenda
2. Approval of the Minutes of the meeting in Istanbul, June 2013
3. Appointment of new Fellows in 2013
 - a) Acceptance by the Executive Committee
4. Briefing by the EMAC President on major current issues in EMAC
 - a) Discussion of points relevant for the EMAC Fellows
 - b) Code of Honour
 - c) EMAC conference fees and location
5. Activities of the EMAC Fellows so far and discussion about opportunities for contributing added value to EMAC.
 - a) EMAC-ANZMAC
6. Miscellaneous
7. Date and Time of the next meeting
May 28, 2015, Leuven, Belgium

Minutes

1. Approval of the Agenda

The Dean of EMAC Fellows, Suzanne C. Beckmann, welcomed the attendees and opened the meeting. She congratulated Prof. Hubert Gatignon, winner of the EMAC 2014 Distinguished Marketing Scholar Award. Suzanne C. Beckmann also welcomed three new Fellows: Adamantios Diamantopoulos, Gabriele Troilo and Gerrit van Bruggen.

Before approving the agenda, she suggested the following minor changes:

1. Approval of the Agenda
 - a. Appointment of new Fellows in 2013
2. News from EMAC Fellows
3. Approval of the Minutes of the meeting in Istanbul, June 2013
4. Briefing by the EMAC President on major current issues in EMAC
 - a. Discussion of points relevant for the EMAC Fellows
 - b. EMAC conference fee and location
5. Discussion about Fellows' opportunities for contributing added value to EMAC
6. EMAC-ANZMAC relationship
7. Miscellaneous
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The modified agenda was unanimously approved.

2. News from EMAC Fellows

Suzanne C. Beckmann explained that the Susan Douglas Award will not be given this year as the committee - consisting of Udo Wagner, András Bauer and Suzanne C. Beckmann - did not find any paper meeting the criteria. She briefly explained the selection process: when submitting their paper, authors have to tick on the submission form if they want their paper to compete for the Susan Douglas Award. Once the notifications of acceptance/rejection have been sent out to the authors, each Track Chair has to nominate one accepted paper amongst those competing for the award. The Chair of the International Marketing Track can select up to three papers.

Having noticed that the definition of "International Marketing" does not seem to be fully grasped by some authors, Suzanne C. Beckmann suggested clarifying what International Marketing means, in particular in the context of the Susan Douglas Award. She proposed to change the submission procedure as follows:

Instead of the authors deciding to compete for the award by ticking a box on the submission form, it would be the Track Chair's responsibility to nominate the paper. The Track Chair of the International Marketing track could still select up to three papers. Before selecting the paper(s), the Track Chair(s) would receive instructions defining International Marketing and the criteria for the eligibility of papers. These would also include a PDF file of Susan Douglas' publications on International Marketing in IJRM (or a URL-link, respectively). Track Chairs should then send their nominated paper(s) to the selection committee that would make the final decision.

The proposal was approved by the Fellows and will be presented to the Executive Committee.

3. Approval of the Minutes of the meeting in Istanbul, June 2013

The Minutes were approved in terms of content. It was requested to change some aspects of the format.

4. Briefing by the EMAC President on the major current issues in EMAC

Berend Wierenga reported from the first joint EMAC-AMA Symposium. The Fellows made the following remarks:

- The conference was the most successful in bringing high-ranking practitioners together with academics. The invited CEOs were actively involved in the sessions and some of them stayed over for the conference.
- Even though it was an EMAC-AMA joint event, EMAC was not visible. EMAC should be more present onsite and work together with AMA. One option would be to have EMAC more involved in the selection process. It was noticed that having an EMAC representative in the organising committee of the conference – as was the case this year with Roland Rust, EMAC VP External Relations - to liaise with EMAC Executive Committee should be sufficient. It was agreed that EMAC's visibility should be improved for the next conference in 2016.
- The conference operates on the “upon invitation only” system. Udo Wagner mentioned that the Steering Committee questioned this system as it could lead to a two-class system. Gilles Laurent argued that the conference must still be “upon invitation only” for the practitioners, but that EMAC should have a policy to identify and invite highly qualified and interesting practitioners. It was also pointed out that the number of attendees to the conference should remain limited (under 200 participants) as it would otherwise defeat its purposes. It should also remain consistent in its format over the years.

a) Discussion of points relevant for the EMAC Fellows

1. Conferences

Udo Wagner reported on the EMAC Conferences:

- Last year, due to the exceptional circumstances in Istanbul, EMAC went through a difficult period. Consequently, a proviso specifying that EMAC cannot be held liable - directly or indirectly - for any problematic issue that may occur within the framework of the Conference and its organisation, will be added to future registration forms.
- The next conferences are progressing well. The 2015 conference will take place in Leuven and the 2016 conference in Oslo. The 2017 conference is not yet scheduled as no candidates have been identified yet. Udo Wagner suggested Rome so as to hold the conference in a less expensive place. Peter Leeflang recommended finding partners familiar with the EMAC procedures, which is not the case with Rome. He suggested to approach Bologna instead as there are suitable facilities and faculty members involved in EMAC (e.g Sara Valentini, National representative for Italy).

2. EMAC Publications

Udo Wagner was pleased to announce that Marnik Dekimpe took over from Sönke Albers as EMAC VP Publications.

IJRM is in good shape. JMB, EMAC's 2nd journal, has been receiving only 23 submissions since June 2013. To be successful and sustainable, the journal needs more submissions. Udo Wagner called upon the Fellows to send their work to JMB to secure the first issue.

A discussion followed and several issues regarding JMB were raised:

- Communication to promote the journal

Despite the organisation of specific sessions and mailings, people do not seem to be aware that JMB has been launched. Furthermore, it seems that the content of the communication is more targeted towards US members, which might be a reason why the journal has not received submissions from European authors. A widespread audience needs to be reached, especially, through personal mailings and LinkedIn.

Suzanne C. Beckmann reminded that Hubert Gatignon was asked last year to approach Klaus Wertenbroch, JMB's editor, regarding the issue of having a majority of US members in the editorial board of the journal.

Hubert Gatignon briefly reported on the outcome of the discussion: the situation is not as bleak as it may sound. Starting a new journal takes time, especially if the journal wants to reach a high level from the beginning, a decision of EMAC. Therefore it was agreed with the publisher to wait for the right people and articles to launch the journal. Both the editor and the publisher are aware that there has to be a good representation of Europeans and Americans. It was therefore agreed to have special issues with European editors. Berend Wierenga, who is part of the editorial board, has been asked to edit a special issue on managerial decision-making.

- Positioning of the journal

It seems that it is still unclear what JMB is about and what it targets, so it might be difficult to attract submissions if JMB's target is unclear. Furthermore, the perception of "behaviour" might be different between EMAC and the ERB members. It was indicated that in the meantime, three new journals addressing a similar target have been launched which might make it more difficult to launch the journal. Suzanne C. Beckmann pointed out that according to Klaus Wertenbroch, these journals should be at C level at best; so if JMB aims at a higher level they should not be competitors. Hubert Gatignon mentioned that the objective is to position the journal at the top level, so the current positioning is the appropriate one.

József Beracs indicated that JMB should take more risks and target also PhD students in Europe. That could be a good signal for EMAC's visibility. Sönke Albers argued that PhD students need to publish in ranked journals and JMB is not ranked for the moment so there is no incentive for these students. EMAC should create such incentives. Suzanne C. Beckmann agreed on the idea but not for the beginning of the journal as it needs to reach first a level allowing it to be ranked.

Sönke Albers mentioned that the finalists from the McKinsey Dissertation Award have their paper published in top journals such as Marketing Science. Gabriele Troilo proposed to also publish the EMAC Distinguished Marketing Scholar award paper in JMB if the topic is consistent with the topic of the journal. Hubert Gatignon already suggested this to Klaus Wertenbroch but it has to be agreed by the VP Publications and IJRM editors as they have already published the article.

3. EMAC Membership and Financial situation

Udo Wagner briefly reported on the membership and on the financial situations. EMAC's membership is doing well and reached a good level (1107 members as at April 2014). Regarding the financial situation, EMAC suffered from a loss a few years ago but the balance is now positive again.

4. EMAC Executive Committee Meeting

Udo Wagner reported that the format of the Executive Committee meeting was changed to one day this year at the conference to increase the attendance and commitment of the Executive Committee members. He was pleased to report on several interesting proposals raised by the working group sessions:

- Involve practitioners in the conference.
- Review EMAC's statutes, notably regarding the number of members required to elect a National Representative on the Executive Committee. The requirement of 5 members would be increased to 10.

He also mentioned the EIASM Rookie Job market that will take place in Brussels in February 2015, which EMAC accepted to endorse.

b) EMAC conference fee and location

Peter Leeflang questioned whether local organizers of EMAC conferences are having more financial benefits from organizing the conference than EMAC itself does and whether EMAC should be involved more. Gerrit Van Bruggen, the EMAC Treasurer, explained that currently EMAC is in a very good position because it charges 40.000€ to the conference host for organising the conference. Currently, EMAC has no further financial involvement. The local organizer takes full responsibility for the financial result. In case the conference host makes profits, it is fine because that is then due to its hard work and success in finding sponsors. As long as EMAC gets its fee and the attendants' fee is not raised, it is fine.

5. Discussion about Fellows' opportunities for contributing added value to EMAC

Suzanne C. Beckmann briefly reported on the Fellows activities within EMAC:

- Three Fellows will attend the 5th EMAC Regional Conference in Katowice in September and contribute to the Doctoral seminar.
- This year, no Fellow attended the final DC Lunch. Although invented some years ago as a potential EMAC Fellow activity, time has shown that it does not make much sense, because the PhD students and faculty members have been interacting for three days and the appearance of EMAC Fellows seems somewhat awkward. Consequently, she proposed to remove it from the list of Fellows activities. This was accepted.

She then raised the issue of the Fellows' contribution to EMAC. Maja Makovec-Brenčič, EMAC President Elect, indicated that the Fellows can contribute to several initiatives proposed by the Executive Committee, i.e.:

- Special Interest Groups. The National Representatives raised the idea of having more permanent SIGs within EMAC on specific and relevant topics. The Fellows could contribute in some particular SIGs. Maja Makovec-Brenčič will set up an action plan that will be sent to the Steering Committee and the National Representatives. They will provide their feedback and ideas on how the Fellows could contribute to these specific SIGs.
- Contribution to Doctoral Tutorial around Europe.
- Practitioners and sponsorship issue, particularly how to attract them.

It was decided though that the Fellows will discuss only the issues where they see that they can contribute substantially.

6. EMAC-ANZMAC

This item was postponed to the next meeting. Suzanne C. Beckmann had scheduled a meeting with selected EMAC and ANZMAC Fellows later during the Valencia conference and the discussion results will be reported at the next EMAC Fellows meeting (at the latest).

7. MISCELLANEOUS

No point was raised.

8. Date and Time of the next meeting

May 28, 2015, Leuven, Belgium

Suzanne C. Beckmann thanked the Fellows for their attendance and closed the meeting.