

# EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

## HONORARY BOARD MEETING MINUTES

**Date:** October 7, 2020

**Time:** 6:00 PM (CET)

**Location:** virtual/zoom

**Moderator:** Prof. Dr. Mile Vasic

### **In Attendance**

HBM: Prof. Dr. Darko Marinkovic, Prof. Dr. Alexandra Rodrigues Gonçalves, Prof. Dr. Michael-Jörg Oesterle, Prof. Dr. Mircea Duică, Prof. Dr. Eleni Hadjiconstantinou, Prof. Dr. Ákos Jarjabka, Prof. Dr. Janka Tábořecká, Prof. Dr. Lidija Weis, Prof. Dr. Birutė Miškinienė, Prof. Dr. Rifat Kamasak, Prof. Dr. Pande Lazarevski, Prof. Dr. Tetyana Vasilyeva, Prof. Dr. Saara Julkunen, Prof. Dr. Gilles Rouet, Prof. Dr. Nino Ehlukidze, Prof. Dr. Yioula Melanthiou, Prof. Dr. Osman Khan, Prof. Dr. Frank Bezzina, Prof. Dr. Kristin Wallevik, Prof. Dr. Marina Latukha, Prof. Dr. Dejan Eric, Prof. Dr. Melika Husic-Mehmedovic, and guests from the Advisory Board, staff and management.

### **Approval of Minutes**

N/A

### **Agenda**

#### Session I

#### **18:00 -18:20**

Opening Remarks by Prof. Dr. Mile Vasic, President of EUMMAS

Addresses by:

Jelena Rajakovic, Professional Development Director

Dusko Stojanovic, Business Development Director

Prof. Dr. Calin Oros, Advisory Board President

#### **18:20-19:00**

Discussion

#### **18:40-18:50** Break

#### Session II

#### **19:15 -20:00**

Moderator: Prof. Dr. Mile Vasic, President of EUMMAS  
Elections of the Honorary Board\*  
Closing Remarks

## Summary

### *Opening Remarks*

The President of EUMMAS, Prof. Dr. Mile Vasic greeted the Honorary Board members and guests. In the opening remarks, he made a short introduction of the Association, past, current, and upcoming activities. The Board members are invited to make good use of the membership in the Board and to network and cooperate as much as possible. Professor Vasic also informed the Honorary Board members about the Advisory Board, its planned activities, and future members. As he said the Advisory Board will have a specific task in the Association's development process and many highly-ranked individuals from Asia and Africa will join this board, among them, many presidents of chambers of commerce, former country officials, and others who will help EUMMAS in achieving its goals outside the European continent. After that, he read the code of conduct, since it was the ceremonial meeting and invited the Board to amend the text of this document in the future and make it more useful and applicable. After that, he introduced the directors and invited them to take the floor.

Ms. Jelena Rajakovic, Professional Development Director and former ambassador to the State of Israel, gave a brief overview of the activities of the Professional Development department and the importance that EUMMAS plays for employees and graduates through the concept of life-long learning. She pointed out that the focus of the department in the following months will be on the organization of events, scientific conferences in partnership with universities from Europe, Asia, and Africa.

Mr. Dusko Stojanovic, Business Development Director, former Ambassador to the Arab Republic of Egypt, and the Permanent Representative to the African Union explained his role within the organization. According to a new concept and new strategies to grow the Association, as he said, the Association will, in the following months, focus on strengthening the presence in Europe but also on including in its network colleagues and their institutions from other regions, mostly Asia and Africa. Besides, the Department will intensify the presence in some European countries and will, before formally opening permanent offices in London and Berlin, set up in the next few weeks Liaison offices for the period of one year. Besides, EUMMAS is going to become a member of the Association to Advance Collegiate Schools of Business (AACSB), The European Foundation for Management Development (EFMD), and the European Council for Business Education, and will start the accreditation process in one year. Furthermore, the strategic plan is to establish closer relationships with some international agencies, such as the United Nations and Organisation for Economic Co-operation and Development.

Professor Cali Oros excused himself for being late due to some last-minute business issues he had to take care of, and professor Vasic suggested rescheduling his speech for the second session.

### *Discussions*

President Vasic invited the Board members to take part in the discussion. He invited professor Lazarevski, whom he'd had a phone call on the previous day, to inform the members about the possibilities to cooperate with the United Nations on a follow-up project related to risk management. The invitation will

be open to all members and their institutions and faculties. Professor Lazarevski briefed the Board about previous project results and plans.

There were no other discussions.

The short break was given between 6.40 and 6.50 PM.

After the break, the elections took place and the Board members received an email with a link. In the first round.

Prof. Dr. Pande Lazarevski	9.40% (11 votes)
Prof. Dr. Osman Khan	7.69% (9 votes)
Prof. Dr. Maria Frostling	6.84% (8 votes)
Prof. Dr. Saara Julkunen	5.98% (7 votes)
Prof. Dr. Dietmar Brodel	4.27% (5 votes)
Prof. Dr. Melika Husic-Mehmedovic	4.27% (5 votes)
Prof. Dr. Eleni Hadjiconstantinou	4.27% (5 votes)
Prof. Dr. Lidija Weis	4.27% (5 votes)

The elections were repeated for the last for candidates since they won the same number of votes, however, after the second round the results did not change so that the Board decided to elect all remaining four candidates in the Presidency so that the Honorary Board Presidency consists of the following members:

Prof. Dr. Pande Lazarevski	President of the Honorary Board
Prof. Dr. Osman Khan	Vice-President
Prof. Dr. Maria Frostling	Vice-President
Prof. Dr. Saara Julkunen	Vice-President
Prof. Dr. Dietmar Brodel	Vice-President
Prof. Dr. Melika Husic-Mehmedovic	Vice-President
Prof. Dr. Eleni Hadjiconstantinou	Vice-President
Prof. Dr. Lidija Weis	Vice-President

Professor Vasic pointed out that due to an even number of members of the Presidency, in case of equal votes in the voting process, the HB President has the right to cast vote i.e. a single vote, given by the person in charge of a meeting if the number of votes about something is equal, that decides the matter. He congratulated the new Presidency and handed over the chairing to professor Lazarevski who after a short speech closed the meeting.

## Announcements

The Bulletin Board will be introduced during the week and members will receive a login link. The Bulletin Board will be used as a communication tool between HB members.

## Next Meeting

Date | Time, Location - to be announced

**The meeting ended at 7.30 PM**