

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

HONORARY BOARD PRESIDENCY MEETING (2020.11/4.1) MINUTES

Date: November 4, 2020

Time: 6:00 PM (CET)

Location: virtual/zoom

Moderator: Prof. Dr. Pande Lazarevski

In Attendance

HBP Members:

Prof. Dr. Pande Lazarevski, President
Prof. Dr. Osman Khan, Vice-President
Prof. Dr. Saara Julkunen, Vice-President
Prof. Dr. Melika Husic-Mehmedovic, Vice-President
Prof. Dr. Lidija Weis, Vice-President,

and guests:

Prof. Dr. Mile Vasic, President, and
Dusko Szozjanovic, Director

Approval of Minutes

N/A

Agenda - proposal

1. HB Code of Conduct, amendments
2. Nomination of New HBM - procedures and activities
3. EUMMAS Women's Leadership/Business Forum/Group
4. Other initiatives by HBM (e.g. awards, ceremonies, fundraising, charity activities, etc.)
5. Making connections to international agencies (UN, OECD, OSCE....)
6. Technical details and support
7. Recommendations and Conclusions
8. Any other business

Summary

OPENING OF THE MEETING

The HBP, Prof. Dr. Pande Lazarevski opened the meeting and welcomed the participants, noting also those members who had apologized for their absence.

At the start of the meeting, participating members of HBP resolutely condemn terrorism in general and the act of terrorism in Vienna in particular and extend condolences to their families, also expressing hope for recovery of injured.

ADOPTION OF THE AGENDA

The agenda, as proposed in the draft, was adopted unanimously.

Item 1. HB Code of Conduct, amendments

Having in mind the fact that the number of Vice Presidents is different from the number projected in the Code of Conduct, it was proposed by professor Lazarevski to omit number six in the Code of Conduct and do not specify the number of VP. Only in case of an equal number of votes in the decision making process, the vote of the HB President will be decisive. HBVP as well as other HBM are invited to suggest further amendments if need be.

The amendments were adopted unanimously.

Item 2. The nomination of New HBM - procedures and activities

The President of EUMMAS professor Vasic made a short introduction about the nomination of a new HBM pointing out that it would be good and beneficial for the Association to welcome more members in our HBM. He encouraged all HMVP as well as all HB members to nominate eminent professors (in the field of management, marketing, policymaking and administration) to this body.

Professor Lazarevski added that the [Code of Conduct](#) regulates the nomination criteria and procedure.

Item 3. EUMMAS Women's Leadership/Business Forum/Group

Professor Vasic suggested setting up a specialized body/group/forum that would deal with issues and questions related to female leadership/entrepreneurship.

Professor Lazarevski pointed that however gender perspective is important in general, it is not decisive for success in business. He emphasize importance of age and experience in doing business, and suggested EUMMAS support and recognition for both business and business related academic achievements of young entrepreneurs or young business related scholars.

Professor Husic-Mehmedovic stated that both groups, female and youth, are well identified and she suggested a combination of these two in the title of the EUMMAS Female and Youth Entrepreneurial Forum.

Professor Khan stressed that the Forum should emphasize women in senior management as well as the underrepresentation of women in top management.

Professor Julkunen also stated that we should take into consideration the creation of one group and agreed with professor Husic-Mehmedovic's suggestion.

This proposal was adopted unanimously and professor Wies was elected as the President of the Forum.

Item 4. Other initiatives by HBM (e.g. awards, ceremonies, fundraising, charity activities, etc.)

Upon the recommendation of the EUMMAS President, the Association will establish its own Award for business and business related academic achievements. Since in Europe, many agencies are giving (in fact selling) awards, to avoid any kind of misconduct, specific criteria and procedures should be developed.

Professor Husic-Mehmedovic pointed out the fact that it would be very difficult to make a nomination. How to decide who from the whole of Europe is to receive such an award?

Professor Weis suggested we should involve all HB members in this process.

Professor Khan stated that he knows some organizations that do global awards and will do his best to gather the best practices and help professor Weis develop proper Procedures and Criteria for the Awards.

This proposal was adopted unanimously.

Item 5. Making connections to international agencies - information

Professor Lazarevski informed the Presidency that a Letter of Intent for Cooperation has been sent to UNDRR.

Item 6. Technical details and support - information

All HB members will get an email address with the *eummas.net* domain (name.surname@eummas.net) as well as the personalized visit cards. This is to be done by the end of the month.

Item 7. Recommendations and Conclusions

HB Members are invited to share their ideas to the EUMMAS leadership team on all relevant aspects of the Association's mission implementation.

Item 8. Any other business

There were no other issues.

Announcements

President of the EUMMAS informed the Presidency about the activities regarding the appointment of new Advisory Board Members. The AB meeting will be held on the 7th of December, and all Honorary Board Members will be welcome to participate in the meeting.

Next Meeting

Date | Time, Location - to be announced

The meeting ended at 7.30 PM (CET)

On behalf of the HB Presidency
PROF. DR. PANDE LAZAREVSKI
President