

# EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

## ADVISORY BOARD MEETING (2020.12/7.1)

### MINUTES

**Date:** December 7, 2020

**Time:** 9:00 AM (GMT)

**Location:** virtual/zoom

**Moderator:** Prof. Dr. Călin D. Oros, President of the Advisory Board

#### **In Attendance**

AB Members:

Prof. Dr. Călin D. Oros

Dr. B.B.L. Madhukar

Prof. Dr. Ljiljana Jovic

Ms. Marina Vladimirovna Filonova

Dr. Dina Yacout

Mr Tomislav Sestic

Dr. Almantas Danilevičius

Dr. Nagwa Ibrahim

and guests:

Prof. Dr. Mile Vasic

H.E. Aurelian Gogulescu

Prof. Dr. Pande Lazarevski

Dusko Stojanovic

Prof. Dr. Ruslan Penchev

Prof. Dr. Eleni Hadjiconstantinou

Prof. Dr. Michael-Jörg Oesterle

Prof. Dr. Birutė Miškinienė

Prof. Dr. Marina Latukha

Prof. Dr. Janka Táborecká

Prof. Dr. Lidija Weis

Prof. Dr. Marta Mas-Machuca

Prof. Dr. Tetyana Vasilyeva

Prof. Dr. Veli Kreci

#### **Approval of Minutes**

N/A

## **Agenda – Inauguration Ceremony**

### Session I

09:00 - 09:20 – Opening Remarks

- Prof. Dr. Călin D. Oros, President of the Advisory Board
- Prof. Dr. Mile Vasic, President of the EUMMAS
- H.E. Aurelian Gogulescu, Honorary Vice-President of EUMMAS
- H.E. Prof. Dr. Pande Lazarevski, President of the Honorary Board
- H.E. Dusko Stojanovic, Business Development Director

### Session II

09:40 - 09:50 – Elections

Moderator: Prof. Dr. Călin D. Oros, President of the Advisory Board

Elections of the Advisory Board Presidency

09:50 - 10:00 – Closing Remarks

## **SUMMARY**

### **OPENING OF THE MEETING**

The AB President, Prof. Dr. Călin D. Oros opened the meeting and welcomed the participants, noting also the presence of eight members as well as those members who had excused themselves for their absence, and those who gave their consent to the nominations and for voting.

### **ADOPTION OF THE AGENDA**

Since this was the Inauguration Ceremony Meeting there was no formal adoption of the Agenda.

### **Session I**

#### ***Opening Remarks***

President Oros invited the guests to address the AB Members:

- Prof. Dr. Mile Vasic, President of the EUMMAS

Briefly outlined the most important facts about the Association, current activities, and future development ideas, plans, and projects. Professor Vasic pointed out that he is very proud of the people and the Boards which are at the moment the strongest boards in Europe, compared to similar organizations. These two boards, HB and AB, should give their best to each other and the community. What EUMMAS is planning to do is to connect science and practice. One without another is nothing but a BLANK PIECE OF PAPER, as he said. Giving the best to each other, and at the same time taking the best from the other side will generate SINERGY and help EUMMAS fulfill its mission.

He also said that starting from next summer EUMMAS is going to organize different events – seminars, business forums, conferences – traditionally or online or in the combination of two depending on the pandemics, and all participants are invited to take part in it. For that purpose two consortiums are being formed at the moment: a EUMMAS ACADEMIC CONSORTIUM, which gathers educational institutions to jointly organize events in most European countries, and a EUMMAS BUSINESS CONSORTIUM, whose main task would be to organize starting from 2022, ANNUAL BUSINESS CONGRESSES worldwide starting from New Delhi, Cairo, Johannesburg, etc. Members of the Advisory Board are welcomed to sign the Memorandum of Understanding with EUMMAS and become part of the EUMMAS Business Consortium.

- H.E. Aurelian Gogulescu, Honorary Vice-President of EUMMAS

Greeted the present AB Members and guests and expressed his hope that the Board will work successfully in the future. He also stressed the importance of building bridges between academic and business people and using the best experiences and invited all members to support the Association according to their abilities.

- H.E. Prof. Dr. Pande Lazarevski, President of the Honorary Board

Greeted and welcomed the participants at the meeting. Prof. Lazarevski informed the AB about the HB, its members, and activities.

- H.E. Dusko Stojanovic, Business Development Director

Greeted and welcomed the AB members and the guests and briefly explained his role within the organization.

After the short speeches, President Oros gave more details and information about the Advisory Board and the roles of the AB members.

Professor Oros noted that currently there are 17 members of the Advisory Board, who are highly recognized experts and individuals from the fields of business and education. The role of the AB members as the Board will therefore be to offer assistance and help to the leadership in their attempts to achieve the organizational mission, which is all about connecting academics and businesses, about *connecting leaders*. Board Members do not have any specific tasks and are all participating in the Board voluntarily, *pro bono* (all members including the President of the Advisory Board and Vice Presidents), although if Board members participate in the organization of different events, their engagement is recognized and remunerated. Although the Board members do not have any specific tasks, any kind of support will be highly appreciated.

What is that AB Members can do for example:

- Helping EUMMAS network and connect with
  - academic institutions, universities, colleges, training companies, and institutes from your country or region,
  - chambers of commerce or other professional or business associations, from your network,
  - international organizations such as the UN and its agencies, OSCE or similar, if ABM has any contacts.
- In cases, where possible, signing a non-binding Memorandum of Understanding between your institution and EUMMAS is also a great help and support to the Association.
- EUMMAS is organizing next year several different events, conferences, business forums, etc in Europe. Depending on the situation with the pandemic, it would be organized either traditionally

or online or in the combination of those two. The organization of such an event in your country or region would be welcomed.

- Advisory Board members are also **welcome to nominate new Board members**. Under the Code of Conduct, every ABM is encouraged to nominate individuals that are respectable and might support our Association and its mission.

Professor Oros also added that all Board members will be informed about all activities that are relevant to both Boards. However, board members are NOT OBLIGED to respond or react. You are welcome but not obliged.

## Session II

### *Elections of the Advisory Board Presidency*

Moderator: Prof. Dr. Călin D. Oros, President of the Advisory Board

President of the Advisory Board opened the second part of the meeting with the main task to elect new Vice Presidents of the Advisory Board.

He quoted Article 7 of the Code of Conducts

*The number of members in the Advisory Board is not limited. Members and the President of the Advisory Board are elected by the President of the Association. The Vice Presidents are proposed by the Advisory Board President and confirmed by the Board members. The number of Vice Presidents is always even and they rotate every year.*

He also added that AB is planning besides six VP positions that have been mentioned in the Invitation Letter

1. Vice President – Global Development
2. Vice President – Strategic Business Alliance
3. Vice President – Strategic Academic Alliance
4. Vice President – Asia
5. Vice President – Africa
6. Vice President – Europe

to elect also at the next meeting VP for

1. Vice President – South America
2. Vice President – North America
3. Vice President – Australia
4. Vice President – Middle East
5. Vice President – EUMMAS Women Forum
6. Vice President – EUMMAS Young Entrepreneurs

Since it is noticed that one more position can be filled at this meeting, one more VP will be nominated, and that is for the EUMMAS Women Forum.

Professor Oros explained that this was a difficult decision since all AB members are more than qualified for any position, but at this point, only seven will be elected for the term of one year.

The following AB members are proposed for the following VP positions:

1. Vice President – Global Development  
Dr. B.B.L. Madhukar, Director General of BRICS Chamber of Commerce and Industry
2. Vice President – Strategic Business Alliance  
Dr. Almantas Danilevičius, Director General of the Vilnius Chamber of Commerce, Industry and Crafts, Lithuania
3. Vice President – Strategic Academic Alliance  
Dr. Nagwa Ibrahim, Associate Professor of the American University of Cairo in Egypt
4. Vice President – Asia  
Mr. Douglas Foo, President of Singapore Manufacturing Federation | Vice Chairman of Singapore Business Federation
5. Vice President – Africa  
Mr. Siyabulela Grant Skade, CEO and President of African Continental Chamber of Commerce & Industries – ACCCI
6. Vice President – Europe  
Mr. Constantine Michalos, President of the Central Union of Greek Chambers of Commerce | President of the Athens Chamber of Commerce and Industry
7. Vice President – EUMMAS Women Forum  
Dr. Dina Yacout, President of the Businesswomen Council in the Chamber of Commerce in Ismailia

This proposal was adopted unanimously.

Mr. Douglas Foo, President of Singapore Manufacturing Federation | Vice Chairman of Singapore Business Federation and Mr. Siyabulela Grant Skade, CEO and President of African Continental Chamber of Commerce & Industries – ACCCI were not present but they gave their consent before the meeting.

The AB President congratulated new VPs on their election.

### **Discussion and Questions**

Several Board Members and guests took the floor:

1. Vice President – Global Development Dr. B.B.L. Madhukar thanked for the opportunity to be part of the Advisory Board and VP. He also expressed his pleasure for being a representative from India and offered all help as a Director-General and as a Director of a Business School to support the Association and organization of one of the congresses in New Delhi. Dr. Madhukar congratulated
2. H.E. Aurelian Gogulescu congratulated all VPs and wished them a lot of work.
3. Vice President – Strategic Academic Alliance Dr. Nagwa Ibrahim thanked the Board members for the support and expressed her hope that a high level of cooperation with EUMMAS will be established.
4. Vice President – EUMMAS Women Forum Dr. Dina Yacout thanked and expressed her willingness to do her best to support EUMMAS activities in her region.

5. Vice President – Strategic Business Alliance Dr. Almantas Danilevičius was thankful for the trust and said that being aware of the importance of his position - Strategic Business Alliance VP he will do his best to improve the work of EUMMAS
6. Other guests also congratulated the AB VPs and wished them a lot of success in their work.

## ***Closing Remarks***

### ***Any other business***

There were no other issues.

### **Announcements**

1. Board Member Certificates and welcome letters were sent to all Advisory Board Members. The participants were asked to check if they have received them.
2. Meeting minutes: will be available on the website and AB members will be sent a link.
3. Next meeting: The Board will meet twice a year. The Presidency will meet more often and the first meeting might be by the end of the year. The Members will be consulted about it and informed accordingly.

### **Next Meeting**

Date | Time, Location - to be announced

**The meeting ended at 10.00 AM (GMT)**

*On behalf of the AB Presidency  
Prof. Dr. Călin D. Oros  
President*