

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

ADVISORY BOARD PRESIDENCY MEETING (2021.01/18.1) MINUTES

Date: January 18, 2021

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

Mr Douglas Foo

Dr. B.B.L. Madhukar

Dr. Dina Yacout

Dr. Nagwa Ibrahim

Ms. Marina Vladimirovna Filonova

and guests:

Prof. Dr. Mile Vasic

H.E. Aurelian Gogulescu

Prof. Dr. Lidija Weis

Dusko Stojanovic, Director

Approval of Minutes

N/A

Agenda

1. The Advisory Board Presidency meetings –dynamics, timing, etc.
2. Forming of the EUMMAS Business Consortium –information
3. EUMMAS Women’s Forum –Information
4. Further Networking Activities
 - a. New members of the Advisory Board
 - b. Enlarging the Consortium and Building a Strong EUMMAS Business Network
5. Any other businesses

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 five out of eight members of the Presidency as well as those members who had excused themselves for their absence. He welcomed the members of the AB, HB, and Leadership.

ADOPTION OF THE AGENDA

The Agenda was presented and since there were no amendments it was adopted unanimously as suggested in the draft:

1. The Advisory Board Presidency meetings – dynamics, timing, etc.
2. Forming of the EUMMAS Business Consortium – information
3. EUMMAS Women’s Forum – Information
4. Further Networking Activities
 - a. New members of the Advisory Board
 - b. Enlarging the Consortium and Building a Strong EUMMAS Business Network
5. Any other businesses

Item 1. The Advisory Board Presidency meetings –dynamics, timing, etc.

The AB President, Prof. Dr. Călin D. Oros stated that according to Article 8 of the AB Code of Conduct the Advisory Board meets, in general, biannually, in December and June. The Presidency meets at least once in three months. Since all AB members are highly positioned individuals in their organizations, and therefore very busy with day-to-day activities, it was proposed and unanimously adopted to make a calendar of the meetings and email it to the members next week, with the conclusion to have the meetings of the AB Presidency at the same time as the meetings of the AB, i.e. twice a year in June and December, starting at 9 AM GMT.

Item 2. Forming of the EUMMAS Business Consortium –information

The AB President, Prof. Dr. Călin D. Oros said that some structural and organizational changes have taken place recently, in the lite of the plans that were presented to the Advisory Board at the meeting in December 2020 and invited the President of EUMMAS to provide information to the Board.

The President of the EUMMAS Prof. Dr. Mile Vasic informed the AB Presidency that EUMMAS Business Consortium has been formed as an alliance of chambers of commerce, professional associations, businesses, and other entities. The EBC is an elite business club of organizations that has a shared vision to gain a competitive advantage. The EBC operates under the umbrella of the European Marketing and Management Association (EUMMAS) and is one of the two most important pillars of the Association. To become a member of the EBC a Member/Partner must sign a Memorandum of Understanding (MoU) with the EUMMAS. By signing the MoU with the EUMMAS, partners are officially joint in the EBC without further signing of MoU separately between each other. The MoU template is available on the EUMMAS’s website.

The President of the EBC is appointed by the President of EUMMAS. And having regard to that the President of the EUMMAS appointed Dr. Madhukar, Vice President of the Advisory Board and Director General of the BRICS Chamber of Commerce and Industry as the President of the EUMMAS Business

Consortium for the period from the 15th of January 2021 until 14th of January 2024. He thanked Dr. Madhukar for accepting the offer and wished him a lot of success in his work.

After that Dr. B.B.L. Madhukar took the floor and thanked for the appointment. He expressed his readiness to work further on the enlargement of the EUMMAS Business Consortium with chambers from other continents as well as with the members of the Advisory Board.

The meeting participants congratulated Dr. Madhukar and wished him lots of success, offering their help and support in all his activities.

Item 3. EUMMAS Women's Forum –Information

The AB President, Prof. Dr. Călin D. Oros informed the participants at the meeting about the new unit that was established as well – EUMMAS Women's Forum and expressed his happiness that EUMMAS has such a unit. He invited professor Vasic to give more information about this activity.

President Vasic said that EUMMAS decided to establish this Forum keeping in mind the fact that there is no gender equality in matters of professional opportunities and equal pay. Women are underrepresented in top management positions and often victims of unfair selection. Empowering women is something that all individuals and all organizations, regardless of the type, size, or power, should try to achieve. The President of the EUMMAS Women's Forum is appointed by the President of the EUMMAS with that authority, the president Vasic appointed Dr. Lidija Weis, Vice President of the Honorary Board, and Dean of Ljubljana School of Business as the President of the EUMMAS Women's Forum. He thanked her for accepting the offer and wished her a lot of success in her work.

Dr. Lidija Weis, the President of the EUMMAS Women's Forum took the floor and explained the way the WF functions and its main objectives for the next period. She also explained the membership roles and rules of the forum and invited all women members to join the team.

The meeting participants congratulated Dr. Weis and offered to help.

Item 4. Further Networking Activities

- a. New members of the Advisory Board
- b. Enlarging the Consortium and Building a Strong EUMMAS Business Network

The AB President, Prof. Dr. Călin D. Oros said that the number of the Advisory Board Members is not limited and, in fact, all AB members are encouraged to help increase the number of members and enlarge it with more eminent individuals from the business and academia as well. Each AB member is entitled to recommend new members. The Presidency, as a Nominating Committee, will make the final decision on acceptance. The AB members are encouraged to nominate their colleagues from other chambers of commerce, business associations, and universities as well. In the Advisory Board section on the website, there is a form that each Nominee has to submit to start the procedure. To nominate somebody one can send to our office the name and contact details of the person that needs to be nominated and an invitation will be emailed on behalf of the President of the EUMMAS, mentioning the person who made the nomination. It is also fine to invite a new member personally, directly.

The invitation is at the same time issued to their institution that they represent to join the Business Consortium, which is the institutional invitation. Both these activities are important for further growth of the organization and are in line with the Academic Consortium activities.

Ms. Marina Vladimirovna Filonova General Director of the Gomel Branch of the Belarusian Chamber of Commerce and Industry Unitary Enterprise, briefly made a presentation of her institution and offered to establish cooperation with EUMMAS as a member of the Consortium, and as well in the field of Youth Entrepreneurship. She made the invitation to the forthcoming business event that will take place in October this year.

After opening remarks, the other members took the floor. President Vasic explained the procedure on how to make a nomination and emphasized the importance of inviting both the representatives of the institutions and their institutions. He thanked Ms. Marina Vladimirovna Filonova for the initiative and accepted them. He also explained to Dr. Dina Yacout that all details about who can be nominated are given the AB Code of Conduct.

Item 5. Any other businesses
There were no other issues.

Announcements

1. Meeting minutes: will be available on the website Advisory Board Members Notice Board (the link is given in the invitation for this meeting).
2. Next week the calendar with future meetings will be sent.

Next Meeting

Date | Time, Location - to be announced

The meeting ended at 10.05 AM (GMT)

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