

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

HONORARY BOARD PRESIDENCY MEETING (2020.12/22.2) MINUTES

Date: December 22, 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. Eleni Hadjiconstantinou, Vice-President
Prof. Dr. Lidija Weis, Vice-President,

and guests:

Prof. Dr. Mile Vasic, President

Agenda

1. Women's Forum - Prof. Dr. Lidija Weis
2. Awards - Prof. Dr. Osman Khan
3. Ceremonies – Installation of new HB Members - Prof. Dr. Pande Lazarevski
4. AB meeting and Consortiums – information - Prof. Dr. Mile Vasic
5. Other Businesses

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.

APPROVAL OF MINUTES

Approved Unanimously (2020.11/4.1)

ADOPTION OF THE AGENDA

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

Item 1. Women's Forum - Prof. Dr. Lidija Weis

Professor Lidija Weis informed the Presidency about the activities she had carried out, related to the establishment of the EUMMAS Women's Forum. She said she has carried out market research and identified key points and areas that EUMMAS WF should focus on in order to differentiate itself from other organisations. She also identified niches and pointed out the importance of connecting academia and business. Professor Weis suggested we should specify answers to the following issues and questions:

- What will be the benefits and goals for EUMMAS?
- What are the benefits for the WF members?
- How to grow a network and attract WF members, ie. by invitation, application, combination, etc?
- Shall we organise WF events, discussions, presentations, webinars, Annual conferences as a tool to raise recognition of EUMMAS on a higher level.

Professor Weis also stated that she is willing to be in charge of the EUMMAS WF but that she needs help and support.

The other participants offered the help, and Professor Vasic suggested to introduce professor Wis to Dr. Dina Yacout, Vice President of the Advisory Board for EUMMAS Women Forum. Dr. Yacout, as a President of the Businesswomen Council in the Chamber of Commerce in Ismailia, will support the President of the EUMMAS Women's Forum in establishing connection between academia and business.

Item 2. Awards - Prof. Dr. Osman Khan

Prof. Dr. Osman Khan explained two different types of awards and fellowship that might be used by EUMMAS. Professor Hadjiconstantinou took part in the discussion and underlined all differences. One of the two types requires (significant) financial resources and funds to support fellowship activities and therefore will not be taken into consideration for the time being. It is

agreed that professor Khan prepares a draft proposal of the award and sends it to professor Eleni for further suggestions so that we have a proposal ready by the next HB Presidency Board meeting.

Item 3. Ceremonies – Installation of new HB Members - Prof. Dr. Pande Lazarevski

Prof. Lazarevski announced that for the next meeting we may have new members of HB. Therefore, he will prepare the reports on the candidacy for the next meeting.

Item 4. AB meeting and Consortiums – information - Prof. Dr. Mile Vasic

Professor Vasic informed HBP about the AB meeting and progress in establishing Consortia, both academic and business. At that moment about 12 institutions have signed or were in the process of signing the MoU. There is no deadline and other members are welcome to join any time.

Item 5. Other Businesses

There were no other businesses.

ANNOUNCEMENTS

There were no announcements

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*