

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

ACADEMIC CONSORTIUM MEETING (2021.03/25.1) MINUTES

Date: March 25, 2021.

Time: 10:00 AM (CET)

Location: virtual/zoom

Moderator: Prof. Dr. Nino Enukidze

Agenda

1. Timeline of the Conferences
2. Young Researchers Prize
3. Action Plan for each 'Umbrella Entity'
4. Any Other Businesses

Summary

OPENING OF THE MEETING

President of the EUMMAS, Prof. Dr. Mile Vasic opened the meeting, informing members that phase one of the Academic Consortium enlargement is completed and a few more institutions would join the network within the next 15 days. Prof Dr. Mile Vasic hoped to have a fruitful cooperation with all member institutions.

APPROVAL OF MINUTES

Meeting Minutes from March 4, 2021. (2021.03/05.1)

Approved Unanimously

ADOPTION OF THE AGENDA

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

Item 1. Agenda Presentation and Timeline

President of the Academic Consortium, Prof. Nino Enukidze presented the Agenda, asking members to:

- Fill in a shared timetable regarding upcoming conferences and activities;
- Delegate up to three members for scientific committee and editorial board;
- Disseminate information- Institutions are welcome to start joint researches that EUMMAS can support.

Prof. Nino Enukidze noted the importance of supporting researchers as well as member institutions. Professor invited Vice Presidents of the Academic Consortium to share their opinions.

Item 2. Young Researchers Prize

Prof. Dr. Pande Lazarevski shared an idea about extension of application. Professor also offered not to cover only marketing and management topics but also include a broader range of interest (e.g. political aspects of marketing).

Prof. Dr. Osman Khan presented following activities that could take place regarding research centers:

- Every year each research center can make a competition for young researchers – offer best PhD or Master's thesis awards;
- Bring young doctoral students before linking to faculty, which is common in UK;
- Case study competitions for Master's students or undergraduates, covering hot topics such as entrepreneurship.

Prof. Nino Enukidze agreed with the idea and proposed to start implementing it from the following week. Professor also shared that Business and Technology University is ready to assist organizing the conference in summer and relevant ideas would be put on the timeline.

Prof. Dr. Tetyana Vasilyeva thanked all members and introduced her colleague, Prof. Dr. Tetyana Pimonenko who presented herself and informed the audience about a scheduled conference in autumn. Professor proposed to publish best paper in their journal, with the date being open for discussion. Also, a panel discussion may be adopted.

Head of the scientific committee, Prof. Dr. Gilles Rouet shared some areas of interest including:

- Enlarging partnership and sharing specific ideas, as well as participating in various conferences
- Organizing Symposiums for PhD students
- Using the network to participate in supporting research initiatives and students.

Dr. Birutė Miškinienė, Director of VU Business School agreed with the ideas and stated that VU Business School supports Master's thesis prize to be included as this practice exists at national level in Lithuania.

Item 3. Action Plan for each ‘Umbrella Entity’

Prof. Nino Enukidze asked the directors of research centers to share ideas about their involvement.

Director of the Center of Marketing Research, Janka Tábořecká outlined the importance of sharing running projects and working on joint research papers, connecting conferences and co-organizing, stating that the Center is ready to participate.

Director of the Center for Human Resources Management, Marina Latukha offered ideas about doctoral events:

- Support doctoral students by helping find common interests and being aware of what the center is doing;
- Inviting members to be a part of annual online conference which will take place in October- publishing opportunities and other information will be shared in the future.

Prof. Muhammad Rasheed Khalid representing Skyline University College shared his intention to take part in research activities, offering to provide funding for joint programmes, student exchange and research collaborations with their faculty members.

In line with this, Prof. Dr. Mile Vasic presented some follow-up information:

- In addition to the research centers, the network should think about adding Financial Management center if at least several institutions have a similar area of interest;
- Professor suggested centers to present one product e.g. one paper annually;
- Reminder for member institutions to delegate at least one delegate for each center;
- Share a link that has all journals at one place: eummas.net/journals/

Prof. Dr. Pande Lazarevski introduced additional ideas regarding conferences to either join conferences of EUMMAS members or launch different ones organized by research centers.

Prof. Mile Vasic offered to organize different conferences due to the fact that some events of member institutions are traditional and should not be intervened in.

Prof. Dr. Osman Khan suggested a timetable, starting with doctoral summer school that could be organized at the beginning of September.

Prof. Nino Enukidze thanked all members and stated that they will try to analyze ideas and put them in draft schedule while also sharing timeline with their colleagues.

Item 4. Other Businesses

Prof. Nino Enukidze spoke about library topic – making free access library with relevant resources and textbooks within a link. This will facilitate sharing information with stakeholders. In addition, setting timeline and using draft activity timeline drive form which was shared to center directors will widely contribute to delivering better results.

Prof. Dr. Mile Vasic added that visibility of journals for member institutions is important as it can be useful for citing and especially beneficial for young researchers who should be supported.

Next Meeting

Date | Time, Location – to be announced

The meeting ended at 11.27 AM (CET)

PROF. DR. NINO ENUKIDZE
President of the Academic Consortium