

# EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

## HONORARY BOARD PRESIDENCY MEETING (2021.03/22.2)

### MINUTES

**Date:** March 22, 2021.

**Time:** 6:00 PM (CET)

**Location:** virtual/zoom

**Moderator:** Prof. Dr. Pande Lazarevski

### **In Attendance**

HBP Members:

Prof. Dr. Pande Lazarevski, President  
Prof. Dr. Eleni Hadjiconstantinou, Vice-President  
Prof. Dr. Maria Frostling, Vice-President,  
Prof. Dr. Lidija Weis, Vice-President,  
Prof. Dr. Osman Khan, Vice-President,

and guests:

Prof. Dr. Mile Vasic, President, from the opening of the meeting,

and

Prof. Dr. Janka Táborecká, HB member  
Prof. Dr. Jana Turčínková, HBM Nominee  
Prof. Dr. Mari Kooskora, HBM Nominee  
Prof. Dr. Athanassios Mihiotis, HBM Nominee  
Prof. Dr. Mohammad In'airat, HBM Nominee  
Prof. Dr. Nancy Russo, HBM Nominee

from the second part of the meeting.

### **Agenda**

1. New Honorary Board Members – Installation Ceremony
2. Any Other Businesses
3. Announcements

## Summary

### OPENING OF THE MEETING

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

### APPROVAL OF MINUTES

*Meeting Minutes from February 4, 2021. (2021.02/04.1)*

Approved Unanimously

### ADOPTION OF THE AGENDA

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

### ***Item 1. New Honorary Board Members – Installation Ceremony***

#### ***PART ONE***

Professor Lazarevski read Reports for the Nominees:

*Professor Jana Turčínková (nationality Czech), is recommended by Janka Tábořecká, has been teaching marketing subjects since 2002, both in Czech and English. Prof. Turčínková is a professor of marketing and deputy of the head of Department of marketing and trade at her home institution is the Faculty of Business and Economics of Mendel University in Brno and she also lectures regularly abroad. In her research, she focuses mainly on consumer behavior and various marketing topics, emphasizing the connection between theory and practice. In her approach, Prof. Turčínková, supports cooperation with experts from practice and implements solutions of real case studies and projects in her classes. In her research, she focuses most of all on consumer behavior. In addition to her educational activities, she is engaged in marketing consulting, and also works in a family business, where she takes care of international customer-supplier relations. In the past, she also worked at Czech Radio (public broadcasting station) and the Czech Center in Vienna.*

.....

*Associate Professor Dr. Mari Kooskora (nationality Estonian), is recommended by the EUMMAS President, Prof. Mile Vasic, both for Honorary Board and Women's Forum. Assoc. Prof. Kooskora is Head of the Estonian Business School Centre for Business Ethics, researcher and trainer with expertise in Business Ethics, CSR, Sustainability, Leadership, Corporate Governance, Diversity, Public Relations, Organizational Behavior and related fields. She has teaching and training experience besides Estonia also in Finland, Lithuania, Latvia, Slovenia, France, Switzerland, Norway, Sweden, UK and Canada for more than 20 years. She is the author of research papers published in nationally and internationally recognized journals and has given numerous conference presentations. Her main research interests are ethics and responsibility in business and leadership, sustainability and women in leadership. As a board member of CSR Forum Estonia, member of European Business Ethics Network (EBEN), EABIS CSR Research Network, IESE BS Alumni, Business and Professional Women Estonia and earlier also Transparency International Estonia, and several other international networks she is actively contributing to the development of contributing to the development of more balanced and sustainable business and governance.*

.....

*Professor Athanassios Mihiotis Ph.D. (nationality Greek), recommended by prof. Eleni Hadjiconstantinou, holds a Ph.D. degree from the National Technical University of Athens with research focus on Services Management. He is Professor at the School of Social Sciences of the Hellenic Open University and Director of the MBA Programme. Since 2016 serves as a Dean of the Faculty, and before as a Director of the Management & Public Administration Laboratory of the Social Sciences School. Prof. Mihiotis has more than 20 years of teaching experience in higher education (at both undergraduate and postgraduate level). He is the editor of the International Journal of Decision Sciences, Risk and Management and also a reviewer for a number of international journals. His previous experience includes working as a Planning and Logistics Director for multinational and domestic companies and he has also been involved in Project Teams in the Greek Public Sector. In his research he focus topics as the relationship between emotional Intelligence and leadership in business management; methodology for analyzing supply chains and optimizing supplier selection; three dimensional knowledge management framework for hospitality and tourism and many more.*

.....

*Professor Mohammad In'airat PhD (nationality Jordanian of Palestinian origin), with MBA studies accomplished at Nagpur University in India and Ph.D. thesis on Effectiveness of Foreign Aid at Keele University in U.K, is recommended by the EUMMAS President, Prof. Mile Vasic. From May 2018 to September 2019 Prof. In'airat was Dean and since October 2019 to present the Vice Chancellor of the Skyline University College (United Arab Emirates). He has extensive all levels academic experience of 25 years in teaching Management and related courses at the Skyline University College in the United Arab Emirates, including administration, education and public relations. Prof. Inairat is the Chair of the Academic Advisory Council of the Skyline University College and is responsible for pursuing the vision and mission of this University and to provide leadership to Academic Advisory Council members, faculty members, staff, and students. He is responsible for operations of the Skyline University College to fulfill overall goals and objectives of academic & academic support services.*

.....

*Professor Nancy L. Russo, (nationality: United States of America), recommended by the EUMMAS President, Prof. Mile Vasic, received her Ph.D. in Management Information Systems from Georgia State University. She has also studied the use and adaptation of system development methods, web application development, IT innovation and implementation, research methods, IS education issues and women in technology fields. Since 2015 she is Emeritus Professor at Northern Illinois University, Professor at the Northern Illinois University's Department of Operations Management & Information Systems and Visiting Research Professor and Adjunct Lecturer, and Senior Lecturer, Department of Computer Science and Media Technology, Malmö University. Previously she was a Professor of Information Systems at Northern Illinois University and the Rector of Slobomir P University in Bosnia and Herzegovina. Prof. Russo teaches in the Computer Science & Media Technology Department at Malmö University and heads the Smart Health research area in the Internet of Things and People (IoTaP) Research Center. Her recent research has examined the use of technology in social care and the design of Internet of Things systems in the workplace and as part of consumer-focused health improvement systems. Her work has appeared in Information Systems Journal, Journal of Information Technology, Information Technology & People, Communications of the ACM, and European Journal of Information Systems, as well as other journals, books, and conference proceedings. She has served as chair of the International Federation of Information Systems Working Group on Organizations and Society (WG 8.2) and on the Association for Information Systems Council. She has served as senior editor of the Information Systems Journal and on the editorial boards of several other journals.*

After the reports were read, the HBP members voted and the nominations were accepted unanimously.

## **PART TWO**

The new members of the EUMMAS Honorary Board joined the meeting. The President of the EUMMAS welcomed them and officially introduced

Prof. Dr. Jana Turčínková,  
Prof. Dr. Mari Kooskora,  
Prof. Dr. Athanassios Mihiotis,  
Prof. Dr. Mohammad In'airat, and  
Prof. Dr. Nancy Russo,

as new HB members.

The new members took floor and introduced themselves. The members of the HBP also took floor and welcomed new colleagues.

***Item 2. Other Businesses***

There were no other businesses.

**ANNOUNCEMENTS**

Professor Vasic announced the next meeting of the Academic Consortium that was scheduled for March 25 and briefly informed the participants about this activity.

**Next Meeting**

Date | Time, Location - to be announced

**The meeting ended at 7.10 PM (CET)**

*PROF. DR. PANDE LAZAREVSKI*  
*President of the Honorary Board*