

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

ADVISORY BOARD PRESIDENCY MEETING (2021.06/07.1) MINUTES

Date: June 7, 2021

Time: 12:00 PM (CET)

Location: virtual/zoom

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

In Attendance

AB Members:

Prof. Dr. Călin D. Oros, President
Dr. Dina Yacout, Vice President
Dr. B.B.L. Madhukar, Vice President
Dr. Almantas Danilevičius, Vice President
Mr. Douglas Foo, Vice President
Mr. Siyabulela Grant Skade, Vice President
Mr Sohail Shamim Firpo,
Ms. Lisa Leander.

and guests:

Prof. Dr. Mile Vasic, President of EUMMAS
H.E. Aurelian Gogulescu, Honorary Vice President of EUMMAS
Prof. Dr. Nino Enukidze, President of the EUMMAS Academic Consortium.

Approval of Minutes

Meeting minutes approved unanimously.

Agenda

1. Past, ongoing and forthcoming activities – information
2. New Advisory Board Member – Nomination of Ms. Lisa Leander (VP EUMMAS Women's Forum)
3. EUMMAS Business Club
4. AOB

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 six out of eight members of the Presidency as well as those members who had excused themselves for their absence.

ADOPTION OF THE AGENDA

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

1. Past, ongoing and forthcoming activities – information
2. New Advisory Board Member – Nomination of Ms. Lisa Leander (VP EUMMAS Women's Forum)
3. EUMMAS Business Club
4. Any other businesses

Item 1. Past, ongoing and forthcoming activities – information

After a short introduction about the activities of EUMMAS-s bodies, Prof. Dr. Călin D. Oros invited professor Mile Vasic and professor Nino Enukidze to inform the Board about the past and future activities of the Association.

President of the Academic Consortium professor Nino Enukidze informed the Board that all planned activities for the AC has been fully completed. She gave a brief overview in numbers about each body – Scientific Committee (33 members) and Editorial Board (27 members) have been filled with new members. A Project task group (12 members) has been created and has already started a project. Six Research centers have been also formed: Center for Marketing Research (12 members), Center for HR Management (11 members), Center for Strategic Management (12 members), Center for Management of Nonprofit Organizations (7 members), Center for Public Policy and Administration (11 members), and Center for Financial management (4 members). Three new centers are being formed at the moment: Renewable Energy Research Center, EU-Asian Logistics Research Center, and Digital Marketing Research Center. 10 Journals have been registered and are available to our members for publishing. Also, a Library has been formed with about 70 titles so far. Five events are planned within the next six months. EUMMAS Certification process for Member Institution Alumni has started and about 130 candidates have been registered.

Professor Vasic continued saying that other bodies also achieved significant success. The Honorary Board received six new members from the Czech Republic, Estonia, Lithuania, North Macedonia, United Arab Emirates, and the United States of America, making in total 41 members from 34 countries. The Youth Forum has also been formed consisting of seven members at the moment from the United Kingdom, Austria, Republic of Korea, and Germany. The biggest leap was done by the Women's Forum. The Forum has 28 members from Slovenia, Egypt, the USA, Ukraine, South Africa, Georgia, Lithuania, Estonia, Switzerland, Italy, and France. These members are women leaders from both academia and business. Many deans and many directors here as well. The activities that we are working on and need to be done by the next AB meeting are:

Academic Magazine, Business Magazine, Business Club, the election of a Sponsor General, New software and platforms, Liaison offices (so far we have an office in Nairobi, Kenya). Professor Vasic thanked all for hard work and prized those contributing to the growth of the Association on daily basis.

AB members took a turn to congratulate for hard work and great results. Mr Sohail Shamim Firpo pointed out that it would be good to have a Networking Consortium and expressed his wish to help and nominate a person who might be in charge of it. Professor Vasic said that we already have two people in charge of this, Dr. B.B.L. Madhukar, Vice President – Global Development, and Dr. Almantas Danilevičius, Vice President – Strategic Business Alliance, but also added that if it is something that is not covered with the existing two we may establish that body as well. He asked Mr Firpo to send a written proposal and it will be taken into consideration.

Item 2. New Advisory Board Member – Nomination of Ms. Lisa Leander (VP EUMMAS Women’s Forum)

Upon recommendation of the President of the Women’s Forum, Ms. Lisa Leander was nominated as a new member of the AB. Professor Vasic read the biography of the candidate:

Lisa Leander is the founder and CEO of Women in Business Education (WiBE), a global movement established in 2020 to champion for gender balance at every level of leadership in business schools. WiBE brings together senior women academics ready to boldly move to the next level of their leadership journey in business education. Ms. Leander is an international management and higher education expert, with two decades of experience running programs and projects in over 22 different countries. She started out her career in international consulting, before transitioning to higher education where she worked closely with top-ranked business schools to develop new programs and partnerships. She has launched new institutions, including designing the strategy to establish the Karachi School of Business and Leadership in Pakistan. Prior to launching WiBE, Lisa led international teams providing market entry support to large multinationals entering and navigating the Middle East business environment.

After the voting, Lisa was elected unanimously and confirmed as a new member of the EUMMAS Advisory Board.

Item 3. EUMMAS Business Club

After the introduction by professor Oros, professor Vasic stated that the Business Club is the last piece in the organizational puzzle. Previous time was spent on the academic issues, and the time ahead will be dedicated to formation of the Business Club and other activities as mentioned under Item 1. For the Business Club we are in the process of appointing a president. The president of the Club needs to act as a Sponsor General. Professor Vasic thanked our Honorary VP of EUMMAS, H.E. Aurelian Gogulescu for doing his best to manage this. This is now crucial since we are planning very soon, hopefully by the end of the year to organize few events, and for those we shall need financial support. Members of the AB who are also representatives of chambers are kindly asked to invite free of charge 10-15 strongest and best companies from their network to join the Club. Their presence would help us grow the network and become globally recognized, helping them as well be globally promoted through our activities. Ms. Leander suggested that some of them get the title of Founding members, which was accepted. Dr. Dina Yacout and Dr. B.B.L. Madhukar gave their opinion on possible models that may be used in selecting the President, as well as his duties and benefits. Dr. Yacout was asked to submit the proposal in writing for further consideration.

Professor Vasic concluded that this activity must be finished by the next AB meeting as well.

Item 4. Any other businesses

There were no other issues.

Announcements

There were no announcements.

Next Meeting

December 06, 2021 | 12 PM CET, ZOOM

The meeting ended at 13.25 PM (CET)

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