

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

WOMEN'S FORUM MEETING MINUTES (2021.07.07.1)

Date: July 7, 2021

Time: 5:00 PM (CET)

Location: virtual/zoom

Moderator: Dr. Lidija Weis, President of the Women's Forum

In Attendance

Dr. Lidija Weis

Dr. Tetyana Pimonenko

Dr. Mary Connerley

Lisa Leander

Dr. Sonja D. Radenkovic

Dr. Chygryn Olena

Dr. Sitara Karim

Dr. Florea Nicoleta

Dr. Jenny Darroch

Dr. Tetyana Vasilyeva

Phumza Dyani

Silvia Sartori

Dr. Nino Mikava

Dr. Milena Fornazaric

Dr. Lena Theodoulides

Dr. Tanja Sedej

Dr. Sarah Vaughan

Dr. Jennifer Percival

Dr. Dina Yacout

Dr. Oksana Zamora

Dr. Nino Enukidze

Dr. Stela Raytcheva

Dr. Hanna Shvindina

and guests:

Dr. Mile Vasic, President of EUMMAS

Dr. Pande Lazarevski, President of the Honorary Board

Approval of Minutes

N/A

Agenda

1. **Welcome address** by the President of the Women's Forum, Lidija Weis, President of EUMMAS Mile Vasic, and President of the Honorary Board Pande Lazarevski, and Nino Enukidze (AC President)
2. **Past, ongoing, and forthcoming activities – information** by Lidija Weis, Dina Yacout (WF Vice President), Lisa Leander (WF Vice President).
3. **AOB**

SUMMARY

OPENING OF THE MEETING

Lidija Weis welcomed all attendees at the first Women's Forum meeting, and she stated how honored she was to be appointed the first president of the EUMMAS Women's Forum. She went on to thank all who have had helped spread the word about the Forum and thank all who have had accepted the invitation. She also introduced her vice presidents, Dino Yacout and Lisa Leander, and thanked them for their help and support. She also thanked AC President Nino Enukidze regarding gaining new members.

ADOPTION OF THE AGENDA

The Agenda was adopted unanimously.

Item 1. Welcome address

President of the EUMMAS Mile Vasic welcomed the participants and members of the Forum, thanked Lidija Weis and her team for the hard work and energy they invested in this event, and made a short presentation on the EUMMAS and all entities (Honorary Board, Academic Consortium, Advisory Board, Business Consortium, Women's Forum, Youth Forum, Business Club), explaining the role and purpose of each.

President of the Honorary Board Pande Lazarevski welcomed the participants and gave more information about the Honorary Board and its members. He pointed out the importance of this Forum for society in general.

Nino Enukidze, President of the Academic Consortium, greeted participants and congratulated Lidija and her team on the great work they had done. Nino gave more information about the AC, its Research Centers, Scientific Committee and Editorial Board, and about Library, available Journals, events, and so on.

Item 2. Past, ongoing, and forthcoming activities – information

Lidija Weis stated that the Forum consisted of little less than 50 members of successful and influential ladies from many different countries. As the association itself, which wants to connect business and academia, also the WF wants to take this direction. Since most of the members come from academia, in the future the priority should be to attract more ladies from the industry. At the EUMMAS we believe that putting together business and academia is the key to providing continuous personal, professional, and social growth and development. Therefore, we also want to create a professional and academic network aimed at sharing knowledge and experience through the Women's Forum. We plan to have quarterly online events like discussions on various topics, panel discussions with guests, educational events, etc. Each event would have a pre-determined current topic, which would be beneficial to all members. Since there is such a diverse group of ladies, from different parts of the world, there will also be great opportunities for networking and exchanging opinions and good practices. Once there are at least a hundred members, we are planning to start with our annual events, not just for the members, with an annual conference or an annual global meeting. This might be a great opportunity to raise the recognition of the WF on a higher level.

Dina Yacout, Vice President of the WF stated how grateful she was to all ladies who accepted the invitation to join the EUMMAS and WF and said that soon we could expect many, many more members, especially

from a business. She thanked Lidija for her good cooperation and expressed her wish that they will continue in the same rhythm.

Lisa Leander, Vice President of the WF welcomed all ladies and expressed her pleasure to work closely with so many successful and inspiring ladies. She also congratulated Lidija Weis for amazing results and thanked her for her hard work.

Item 3. Any other businesses

Being asked about publishing opportunities by Mary Connerly, Mile Vasic explained that scientific papers can be published with some of the journals from the member institutions available at the EUMMAS website, whereas text about institutions, individuals, or so may be published in the Academic Magazine and the Blog which will be available by September this year.

Other participants took a turn to greet the audience and expressed their willingness to contribute to WF to the best of their abilities.

Announcements

For the first discussion session the president of WF, Lidija Weis proposed to have it at the end of October and has planned a topic that will cover the area of integration between academia and the industry. Different countries have different approaches to networking between business and academia. It goes without saying that for prosperity a sustained, inclusive, and sustainable economic growth is essential. But that will only be possible if academic knowledge goes hand in hand with business skills. But we need to know what knowledge and skills are highly in demand in today's rapidly changing world. The economy needs experts, and academia needs to provide these experts. So, there is an urgent need for collaboration between business and academia. Otherwise, we can only assume what is needed. We would like to discuss how ladies from the business part cooperate with educational institutions, and how ladies from academia, collaborate with the business world. How they prepare study programs, content, curriculum, learning outcomes so that graduates are sought after in the labor market and highly employable because they have the knowledge and skills that the economy needs? And vice versa, does the industry address faculties and universities and help them and assists them in designing and updating study programs in line with the trends and future needs of the economy? It looks like this kind of cooperation is far too meager. Many faculties provide study programs where graduates are not easily employable or not employable at all. The discussion would be a great opportunity to hear different stories, different experiences, some good practices; we would like to find a way on how to improve this area of cooperation.

Next Meeting

The next meeting will be held by the end of October 2021. The exact date will be announced later and all members will be notified in due time.

The meeting ended at 06.00 PM (CET)

Dr. Lidija Weis
President of the Women's Forum