

# **EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION**

## **ACADEMIC CONSORTIUM PREISENCY MEETING**

MINUTES 2021.09/27.2

**Date:** September 27, 2021.

**Time:** 12:00 PM (CET)

**Location:** virtual/zoom

**Moderator:** Prof. Dr. Mile Vasic

### **In Attendance**

Prof. Dr. Mile Vasic, President

Prof. Dr. Osman Khan, AC VP

Prof. Dr. Tetyana Pimonenko, Sumy State University, Ukraine

Ms. Ani Chelishvili, Business and Technology University, Georgia

Prof. Dr. Gilles Rouet, University of Versailles St Quentin en Yvelines, France

### **Agenda**

1. Conference details
2. OB

### **Summary**

#### **OPENING OF THE MEETING**

President of the EUMMAS, Prof. Dr. Mile Vasic opened the meeting and welcomed all colleagues. Professor also noted the absence of Prof. Dr. Pande Lazarevski.

#### **APPROVAL OF MINUTES**

N/A

## **ADOPTION OF THE AGENDA**

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

### ***Item 1. Conference details***

Prof. Mile Vasic and other presidents agreed that the title of the conference is self sufficient: EUMMAS A2B Conference on Global Social and Technological Development and Sustainability.

Moreover, Professor noted that the title could be a subject to change in case anyone had better ideas. He welcomed everyone to offer their view on this matter as the conference details are not published yet and can be edited anytime for a final decision.

Prof. Dr. Mile Vasic informed attendees that the conference will be organized in Bucharest. Several videos of members and speakers will need to be prepared.

Professor offered to have one section of the event in Romanian language, as not many local people are comfortable with presenting in English, to which everyone agreed on.

Conference details were divided into several parts:

#### ***a. Tracks***

On the subject of tracks and their number, Prof. Dr. Gilles Rouet suggested to have some general and particular topics and shorten the number of tracks, particularly to make a list of 10-15 tracks with a possibility to engage people from different disciplines.

#### ***b. Proceedings***

Prof. Dr. Mile Vasic asked Prof. Dr. Tetyana Pimonenko about the proceedings and whether the full papers published in proceedings are allowed to be published in journals as well. Prof. Dr. Tetyana Pimonenko stated it is possible and she agreed to go through the requirements and the relevant template.

#### ***c. Awards***

Professor inquired whether one session could be organized for local authorities and businesses and whether Prof. Dr Gilles Rouet had any experience with awarding them. Professor stated that France has such practice and uses awards for local authorities, mostly in form of certificates.

#### ***d. Speakers***

Prof. Dr. Mile Vasic named plenary speakers (potentially including Aurelian Gogulescu from Romanian Chamber of Commerce) and added that a few more speakers would be needed.

Prof. Dr Gilles Rouet agreed to be a speaker, as the conference will be held roughly in June week of 22-26th , 2022. The date can be a subject to change as well. Professor Gilles Rouet also suggested to invite the French ambassador. Other potential speakers could include one professor from USA and Stockholm Business School, as well as businesses.

Prof. Dr. Mile Vasic stated he would think about other candidates who should be contacted individually.

### *e. Conference Chairs*

Prof. Dr. Mile Vasic discussed about involving professors from Romania and EUMMAS Research centers, depending on how many people will be needed in total due to the lesser amount of tracks.

### *e. Fees*

Attendees noted that the fees are slightly higher, particularly for students (€150) and should be lowered to €80. Other fees could be modified as well.

Prof. Dr. Osman Khan and Prof. Dr Gilles Rouet suggested the publishers could be willing to sponsor the conference, however, the conflict between journals should also be taken into consideration in this case.

Prof. Dr. Mile Vasic stated that companies in Romania could also be considered as sponsors and they will be sent relevant invitations.

It was agreed that the videos could be taken with the directors of the centers and individually in front of the camera. Prof. Dr. Osman Khan agreed to contact the publishers to sponsor the event and futher disseminate information.

Prof. Dr. Mile Vasic once again offered the attendees to put forward any ideas and changes that could be made to the existing framework.

### *Item 2. Other Businesses*

There were no other businesses.

### **ANNOUNCEMENTS**

There were no announcements

### **Next Meeting**

Date | Time, Location - to be announced

**The meeting ended at 1:00 PM (CET)**

*PROF. DR. NINO ENUKIDZE*  
*President of the Academic Consortium*