

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

2021.10/18.1

ACADEMIC CONSORTIUM MEETING MINUTES MINUTES

Date: October 18, 2021

Time: 1:00 PM (CET)

Location: virtual/zoom

Moderator: Prof. Dr. Nino Eukidze

In Attendance

Prof. Dr. Nino Eukidze, President of the Academic Consortium

Prof. Dr. Lidija Weis, Ljubljana School of Business

Agenda

1. Supporting the EUMMAS 2022 conference
2. Delegates to the Centers. Boards and Committees
3. Academic Magazine and Blog, contribution
4. Certification for graduates for the next year
5. Disseminating information about conferences to be co-organized with EUMMAS
6. Recommending new institutions to join AC

Summary

OPENING OF THE MEETING

Prof. Dr. Nino Eukidze welcomed Prof. Dr. Lidija Weis and explained the format of the meetings, which consist of individual and group calls with all member institutions. The aim of the meeting is to exchange relevant information and outline future activities.

APPROVAL OF MINUTES

Approved Unanimously

ADOPTION OF THE AGENDA

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

Item 1. Supporting the EUMMAS 2022 Conference

Prof. Dr. Nino Enukidze explained the topic of the upcoming 2022 conference that will cover a wide field of business administration, marketing, management, UN Sustainable development goals and any interesting subjects for the participants. Relevant information about keynote speakers, pricing and tickets will be disseminated soon.

Professor also mentioned the idea of integrating women empowerment module in the conference. There is an international network as a 'Coding School for Women', an entity which was created in Business and Technology University that won the "Emerging Europe" international competition nomination "Future-proof Education Category" at the summit in Brussels. Prof. Dr. Nino Enukidze offered to share information about this entity and its network, with a possibility of involving these partners in the Women's Forum and other activities if needed.

Prof. Dr. Lidija Weis stated that she would contact companies who work internationally to invite them to the conference.

Item 2. Delegates to the Centers, Boards and Committees

Prof. Dr. Nino Enukidze mentioned that Ljubljana School of Business had delegates in the Scientific Committee, Editorial Board and Research Centers. Delegates from Research Centers could be involved in the conference or dissemination of their new papers.

Item 3. Academic Magazine and Blog, Contribution

Prof. Dr. Nino Enukidze stated the importance of encouraging current researchers who might be launching new papers to share their articles with EUMMAS in order to publish in the Academic Magazine or blog. The aim is to promote activities in the internal network.

Item 4. Certification for Graduates

Prof. Dr. Nino Enukidze explained that this year Business and Technology University awarded EUMMAS Certificates to graduates with high academic achievement which resulted in a positive dissemination of the information. Prof. Dr. Lidija Weis informed her about a great feedback they received from students when asked if they wanted to receive such certification. Therefore, they would definitely continue this process.

Prof. Dr. Nino Enukidze stated that graduates who receive EUMMAS Certificates can be invited to the Youth Forum to participate in conferences and present their researches. Relevant data of certified alumni will be gathered and the idea of involving them in the conference can be discussed as well. Prof. Dr. Lidija Weis informed the president that with the new academic year they will share the information about Youth Forum with their students.

Prof. Dr. Nino Enukidze underlined the importance of marketing activities like brochures, hashtags or social media presence to successfully spread the word and attract more participants for the Youth Forum and other events.

Item 5. Disseminating information about conferences to be co-organized with EUMMAS

Prof. Dr. Lidija Weis informed the president about Eastern European Conference of Management and Economics (EECME) in Ljubljana School of Business which could be co-organized with EUMMAS. The conference usually takes place in spring and separate panel could be dedicated to EUMMAS. The preparations for the conference have started and further information will be shared in the future.

Item 6. Recommending New Institutions to join AC

Prof. Dr. Nino Enukidze and Prof. Dr. Lidija Weis agreed that some contacts from the Women's Forum could be invited to Academic Consortium to enlarge the existing network.

ANNOUNCEMENTS

There were no announcements.

Next Meeting

Date | Time, Location - to be announced

The meeting ended at 2:00 PM (CET)

PROF. DR. NINO ENUKIDZE
President of the Academic Consortium