

# EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

2021.10/20.1

## MARKETING RESEARCH CENTER, MEETING MINUTES

**Date:** 15<sup>th</sup> October

**Time:** 10.00-11.00 am

**Location:** virtual/zoom

**Moderator:** Janka Taborecka

### **In Attendance**

Center Members:

1. Janka Taborecka
2. Yioula Melanthiou
3. Tanja Sede
4. Shanmugan Joghee
5. Danguolė Oželienė

### **Agenda**

1. Brief introduction of the research center members
2. Calendar of activities
3. Joint Venture activities
4. Deputy Director Appointment
5. Center Enlargement

### **Summary**

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

During the opening of the meeting Janka Taborecka, director of the center welcomed all participants and explained the goal and agenda of the meeting. She also said prof. Turcinkova sent the message in the morning and apologized for not joining the meeting as she planned due to unexpected family problems. The main purpose was to start collaboration among team members and discuss potential joint venture activities.

#### **APPROVAL OF MINUTES**

Approved Unanimously

## **ADOPTION OF THE AGENDA**

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

### ***Item 1. Brief introduction of the research center members***

At the beginning, prof. Taborecka started with her brief introduction. In the next step, each member presented the institution and country he/she comes from, position he or she holds, their educational and pedagogical background and research interests. The brief information is in the table below.

### ***Item 2. Calendar of activities***

Prof. Taborecka introduced Calendar of activities (present on the webpage of the center <https://eummas.net/cmnr/>) and explained how this meeting fits to the overall activities of EUMMAS. All members agreed the date for the second meeting of the research centre for (Friday) 5<sup>th</sup> November 2021, 09:00 am.

### ***Item 3. Joint Venture activities***

The members were informed about activity that has been realized so far within the centre in the form of a small project: <https://eummas.net/wp-content/uploads/2021/03/Introductory-notes-about-the-survey.pdf> “Sustainable Behavior of Female Consumers in The Area Of Clothing”. It is realized between Matej Bel University in Banska Bystrica, Slovakia (represented by prof. Taborecka) & Mendel University in Brno, Czech Republic (represented by prof. Turcinkova). The project is now in the stage of data processing.

Prof. Taborecka offered the colleagues to join this project in later stage in case they would be interested and to contribute to the data collection and later to writing common publication/paper. The response was positive and it was agreed that after receiving more detailed information those who are interested would contact prof. Taborecka.

She also offered opportunity for doctoral students and young researchers to participate in coming conference Scientia Iuventa - International Scientific Conference for Doctoral Students and Young Scientists <http://si.umb.sk/?lang=en>. Date for the next year is planned on 7th April 2022 and detailed information will be released during January. Students can participate online for just 20 eur fee. There are two possibilities of participation: (1) extended abstracts that will be published in proceedings or (2) full papers published in co-operation journals. Details can be seen in the link from the previous year.

Another possibility is participation of bachelor or master students on Students Scientific Conference [https://www.ef.umb.sk/konferencie/SVA\\_2021/](https://www.ef.umb.sk/konferencie/SVA_2021/)

Prof. Taborecka mentioned also other possibilities of co-operation, such as exchange of doctoral students (research stays) or Erasmus lecturing.

She invited colleagues to suggest/recommend/propose any mutual activity they would like to conduct with the members of research team – during the meeting or later in a short time after the meeting within follow-up communication.

***Item 4. Deputy Director Appointment***

Prof. Yioula Melanthiou School of Business, University of Nicosia, Cyprus agreed with the nomination and she was appointed as a Deputy Director of the center.

***Item 5. Center Enlargement***

In the follow up communication prof. Taborecka sent to the participants of the meeting ppt presentation she used during the zoom meeting with further information about centre enlargement. Members can add at least one member to the team and engage them in the joint activity. PhD and MA students are welcome as well. They all receive free membership. Number of members is not limited.

**ANNOUNCEMENTS**

There were no announcements

**Next Meeting**

5th November 2021, 09:00 AM CET

**The meeting ended at 11:00 AM**

*JANKA TABORECKA*

*Director*