

# **EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION**

## **RESEARCH CENTERS DIRECTORATE MEETING MINUTES (2021.09/27.1)**

**Date:** September 27, 2021.

**Time:** 11:00 AM (CET)

**Location:** virtual/zoom

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

### **In Attendance**

Prof. Dr. Mile Vasic, President

Prof. Dr. Osman Khan, AC VP

Prof. Dr. Janka Taborecka, Matej Bel University in Banska Bystrica, Slovakia

Prof. Dr. Maia Melikidze, Business and Technology University, Georgia

Prof. Dr. Anna Gogichadze, Business and Technology University, Georgia

Prof. Dr. Edita Gelbūdienė, University of Applied Social Sciences – SMK, Lithuania

Prof. Dr. Sonja D. Radenkovic, Belgrade Banking Academy, Serbia

### **Agenda**

1. Activities and calendar for October 2021 / October 2022
2. Conference preparation and roles of the centers
3. Academic magazine contributions
4. AOB

### **Summary**

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

Prof. Dr. Mile Vasic opened the meeting and welcomed the participants. Prof. Dr. Osman Khan, Vice President for Research of the EUMMAS Academic Consortium also welcomed the attendees and shortly explained the goal and the concept of the meeting. The president of EUMMAS then proceeded with the Agenda.

#### **APPROVAL OF MINUTES**

N/A

#### **ADOPTION OF THE AGENDA**

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

### ***Item 1. Activities and Calendar for October 2021 / October 2022***

Prof. Dr. Mile Vasic shared a presentation with research center directors, outlining draft calendar. Professor informed directors that organizing one activity annually would be sufficient for the centers. First activity could include something easy to organize such as a research project with students and faculty members or a short training programme.

Prof. Dr. Mile Vasic proposed each center to have a meeting with members by October 20<sup>th</sup> in order to think about future activities. A deputy should be appointed by the directors in case they can not attend a meeting.

Second meeting of center directors was initially scheduled for November 1<sup>st</sup>, however, had been changed to November 8<sup>th</sup>, 2.00 PM CET after the discussion with the attendees.

Prof. Dr. Mile Vasic asked the directors to mail a preferable time for the October 20 internal meeting at [office@eummas.net](mailto:office@eummas.net) after which they would receive zoom information.

### ***Item 2. Conference Preparation and Roles of the Centers***

Prof. Dr. Osman Khan asked the new center directors to present themselves and briefly talk about their ideas and goals for their respective centers.

Prof. Dr. Janka Taborecka informed the attendees about the ongoing research which is at the data evaluation process. Professor added that the future activities include young doctoral student conference at the end of April that could be organized face-to-face, with a possibility for foreign participants to join the conference online as well. The papers would be published in several journals. Prof. Dr. Janka Taborecka stated she would discuss this matter and share the information about the conference to EUMMAS members.

Prof. Dr. Maia Melikidze introduced herself. As a founder Renewable Energy Resources Laboratory, she has conducted researches and published various interesting reports. Her current area of work includes the research of Covid-19 impact on Georgian energy market, as well as regional assistance.

Professor stated that EUMMAS-BTU joint conference could be organized in 2022 as well. However, apart from local experts, involving foreign members in the center would be a challenge due to the fact that renewable energy is a specific field and requires right candidates.

Prof. Dr. Sonja D.Radenkovic invited all members of the community to participate in the international scientific conference at Belgrade Banking Academy called *Global Economic Trends-Challenges and Opportunities*. Selected papers will be published in 2 journals. Professor plans to organize other activities as well and will inform the members once finalized.

Prof. Dr. Mile Vasic asked Prof. Dr. Sonja D.Radenkovic and Prof. Dr. Janka Taborecka to email such activities to the office in order to publish them on the website and disseminate information to all EUMMAS members.

Prof. Dr. Anna Gogichadze presented herself as the head of bachelors program in digital marketing at the Business and Technology University of Georgia. She informed the members that she would consult with the colleagues of the university and share the upcoming plans with them in the nearest future.

Prof. Dr. Edita Gelbūdienė presented herself and proposed an idea to make a research about domestic violence, due to the fact that non-profit organizations are mainly the ones that deal with this field. The idea is to involve law students to research law system in their respective countries from the point of view of non-profit organizations.

Prof. Dr. Mile Vasic informed the attendees about the upcoming 2022 conference. As a series of podcasts will be done before the conference, Prof. Dr. Mile Vasic asked the directors to cooperate in order to make short individual videos in the nearest future. All center directors will be informed about the activities.

### ***Item 3. Academic Magazine Contributions***

Prof. Dr. Mile Vasic welcomed all directors to contribute to the magazine. Any short article (ideally half a page) connected to an institution, a project or an activity can be sent, from which best articles will be published in the magazine.

Prof. Dr. Osman Khan once again offered the centers to use available resources to work together and collaborate. He noted that the upcoming conference would be a great opportunity to work productively and network.

### ***Item 4. Other Businesses***

There were no other businesses.

### **ANNOUNCEMENTS**

There were no announcements.

### **Next Meeting**

Date | Time, Location - to be announced

**The meeting ended at 12.00 PM (CET)**

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