

# **EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION**

## **RESEARCH CENTER DIRECTORATE MEETING MINUTES (2021.11/25.01)**

**Date:** November 8, 2021

**Time:** 2:00 PM (CET)

**Location:** virtual/zoom

**Moderator:** Prof. Dr. Nino Enukidze

### **In Attendance**

Prof. Dr. Mile Vasic, President

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

Prof. Dr. Ano Gogichadze, Digital Marketing Research Center

Prof. Dr. Janka Taborecka, Marketing Research Center

Prof. Dr. Sofia Khatsernova, Center for Public Policy and Administration

Prof. Dr. Nino Bukhnikashvili, Renewable Energy Center

Prof. Dr. Edita Gelbudiene, Director of Center for Management of Nonprofit Organisations

### **Agenda**

1. Research Center Activities and Visions
2. Next Steps

### **Summary**

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

Prof. Dr. Nino Enukidze welcomed the directors and explained that the aim of the meeting was to exchange progress and outline future activities such as the upcoming conference in 2022.

#### **APPROVAL OF MINUTES**

Meeting Minutes from September 27, 2021. (2021.09/27.1)

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

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

### ***Item 1. Research Center Activities and Visions***

Prof. Dr. Nino Enukidze explained that the overall aim of the research network in the association at the moment is to gain more members and offer different research topics to collaborate. Professor underlined the importance of seeking for new members either in local institutions or in the international network who are interested to do joint researches or share their previous publications with EUMMAS.

Prof. Dr. Nino Enukidze asked the directors to share their vision about their respective research centers, how they envision involvement of new members within them, whether any researches are planned and their thoughts about participating in the conference.

Prof. Dr. Ano Gogichadze, Deputy head of the Digital Marketing Research Center introduced herself and informed the participants that she found a person willing to be involved in the center with her. Upcoming plans include:

1. Conducting a research regarding digital marketing issues and particularly, its influence on consumer behavior. Professor mentioned that they would provide more details about the research later.
2. Professor also mentioned they are ready to welcome other members from partner institutions to get involved in center activities in terms of joint research and further collaboration
3. Launching Digital Marketing Bachelor's program in the Business and Technology University will be very beneficial for the center and the association as the students will be able to engage in the center from September 2022 and conduct various researches.

Prof. Dr. Nino Enukidze thanked Prof. Ano Gogichadze for introducing a co-director of the research center and stated it would be interesting to hear from students, especially on the conference where they can present their research papers.

Prof. Dr. Mile Vasic informed Ano that new members keep joining each center and the information would be updated and communicated to each director.

Prof. Dr. Janka Taborecka, Director of Marketing Research Center, informed the participants that they have had two meetings with the team, in the middle of October and on November 5<sup>th</sup>. Together they have discussed activities that they would like to contribute to and also followed up on these activities such as the annual doctoral conference in Slovakia and the possibility to be involved in an ongoing research paper. Professor is hoping to have a joint project where three countries from the research centers can collaborate and publish a manuscript.

Prof. Dr. Nino Enukidze offered to share a presentation explaining the overall idea of the Academic Consortium as well as the Research Centers so that the information can be disseminated easily. Professor asked Prof. Dr. Janka Taborecka to share her ideas about the involvement in the EUMMAS conference to which professor replied she would actively participate in the Doctoral Colloquium and also motivate her team to participate in the event.

Prof. Dr. Sofia Khatsernova introduced herself as a representative from the Center for Public Policy and Administration. The center has conference in January 2022 and it is already organized. Other suggestions from the members was to create a scientific review of the innovation that has been developed in the pandemic. Professor will share more details about the topics after their second meeting.

Prof. Dr. Nino Enukidze asked the directors to draft their own versions of the action plan, outlining who does what or when. This way when the due date approaches the progress can be checked and the future activities can be further developed.

Prof. Dr. Nino Bukhnikashvili, Deputy Director of Renewable Energy Center introduced herself and explained that the center already has 5 members. They have agreed on the first steps. In particular, to organize a webinar/conference in February 2022, new regulations about the clean energy and technical challenges in EU can be discussed. Currently the negotiations are ongoing with international and local experts who have outstanding knowledge about these issues. Different institutions can be involved in the webinar and a call for papers can be announced after the event in case of feedback.

Prof. Dr. Edita Gelbudiene, Director of Center for Management of Nonprofit Organisations mentioned it was hard to find similar ideas about a research as the members are from different fields. One of the ideas was to make a research about the point of view from different NGOs on the law of domestic violence in different countries. Other members could not agree on this topic, however, another idea was to focus about innovation. The idea is still new and requires more communication with other members of the center.

### ***Item 2. Next steps***

Prof. Dr. Nino Enukidze asked the directors to set deadlines for the end of November. A presentation about the centers will be disseminated to be shared to new members. Professor also asked the directors to share an action plan for each Research Center for the next academic year.

Prof. Dr. Nino Enukidze and Prof. Dr. Mile Vasic informed the participants that the next meeting would be focused on the involvement in the conference, researches to be presented and relevant attendees.

### **ANNOUNCEMENTS**

There were no announcements.

### **Next Meeting**

Date | Time, Location - to be announced

**The meeting ended at 3:00 PM (CET)**

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