

# EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

## ADVISORY BOARD MEETING (2021.12/23.1)

### MINUTES

**Date:** December 23, 2021

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

**Location:** virtual/zoom

**Moderator:** Prof. Dr. Călin D. Oros, President of the Advisory Board

#### In Attendance

1. Advisory Board Members
2. Leadership team
3. Directorate
4. Honorary Board Members
5. Honorary VP of the Business Club

#### Agenda, draft

1. Adoption of the previous meeting minutes
2. Introduction of new AB members
3. Past, ongoing, and forthcoming activities – information
4. AOB

## SUMMARY

### OPENING OF THE MEETING

The AB President, Prof. Dr. Călin D. Oros opened the meeting and welcomed the participants, giving a short explanation of today's Agenda.

### ADOPTION OF THE AGENDA

The Agenda was approved unanimously

### ***Item 1. Approval of Minutes***

Meeting Minutes from the previous meeting were approved unanimously

### ***Item 2. Introduction of new AB members***

Professor Oros asked the president of EUMMAS professor Vasic to inform the Board of acceptance of new members and make introductions.

New members of the Advisory Board are:

- Ioannis Bratakos, President of the Athens Chamber of Commerce and Industry, GREECE
- H.E. Abdelaziz Mohamed Humaid Shattaf, the Assistant Director-General of Sharjah Chamber of Commerce and Industry, UNITED ARAB EMIRATES
- H.E. Mohamed Al Khaja, the Chief Executive Officer and a Founder of Phosphorus Consultancy Dubai & Abu Dhabi, UNITED ARAB EMIRATES

H.E. Mohamed Al Khaja was offered, and he accepted, the position of the AB Vice President for the Middle East

Professor Vasic also stated that this was also an opportunity to introduce the new Honorary Vice President of the Business Club, H.E. Eugen Hristev from Moldova.

H.E. Mohamed Al Khaja and H.E. Eugen Hristev took turns to briefly introduce themselves.

Professor Vasic took the opportunity to thank H.E. Mohamed Al Khaja for supporting EUMMAS and helping set up a liaison office in Dubai.

President Oros as well as other members welcomed new AB members and wished them lots of success in their work.

### ***Item 3. Past, ongoing, and forthcoming activities – information***

Professor Oros invited EUMMAS officials to inform the AB about activities that have been carried out for the past year.

Prof. Dr. Nino Enukidze, the President of the EUMMAS Academic Consortium, stated that 2021 has been a challenging year for many industries across the world. Today, more than ever, we need to support knowledge-based economies. International partnerships help us to continually build our expertise in knowledge production and management. Together with our 25 member institutions, we will continue working on a whole host of scientific areas from digital marketing to management, renewable energy, logistics, and many others.

Here are some facts and figures to summarize the year 2021 for the Academic Consortium of EUMMAS:

A total of 25 institutions have joined the Academic Consortium;

- 32 delegates joined the Editorial Board;
- 36 representatives have joined the Scientific Committee;
- Academic Consortium Library was created, comprising 70 scientific papers from 6 member institutions;
- AC comprised 10 scientific journals: Marketing and Management of Innovations, Social and Technological Development, Business Ethics and Leadership, Financial Markets, Institutions and Risks, Socioeconomic Challenges, Cahiers du Larequoi, Skyline Business Journal, Supply Chain Management Journal, Economic Insights – Trends and Challenges, and Revue Hermès;
- EUMMAS AC in partnership with Business and Technology University (BTU) hosted an international conference ‘Initiative 5.0 – Digital Economy and Pandemic.’;
- In 2021 the Research Network of AC has expanded to a total of 10 Research Centers;
- Academic Consortium member institutions have delegated more than 50 researchers to different Research Centers and scientific activities;
- Project Task Group (PTG) was created, responsible for monitoring calls and proposals, developing a project application, managing deliverables according to the plan and similar activities;
- 12 delegates from Academic Consortium member institutions have joined the Project Task Group;
- Academic Consortium members have contributed to the Autumn 2021 Issue of the first Academic Magazine and Blog;
- 8 online meetings have been held within the Academic Consortium, involving more than 30 representatives from partner universities;
- 324 Associate Professional Certificates issued for the alumni of EUMMAS Academic Consortium member universities;
- By the end of 2021, the Academic Consortium consists of more than 60 professional member delegates from their respective institutions. Newly joined institutions include Rzeszow University of Technology, Girne American University, ASEM – Academy of Economic Studies, and University of A Coruña;
- The Academic Consortium started planning the upcoming conference on “Global Social and Technological Development and Sustainability” which will be held in 2022 in Bucharest, Romania

Professor Vasic added that the Association participated, besides the mentioned events, also in events organized in Slovenia (Ljubljana School of Business), Romania (Valahia University), Lithuania (Vilnius Chamber of Commerce), Russia (St. Petersburg University), Belorussia (Business Days in Gomel and signing of MoU with the CCI). Our members also took part in the experts' mission to UAE for quality assurance at Skyline University. Professor Vasic stated that despite traveling restrictions there were many activities and he took the opportunity to thank all those who took part in these events.

On behalf of professor Lidija Weis, the President of the Women's Forum, professor Vasic stated that this Forum has grown significantly and at the moment there were about 80 ladies from about 60 countries. He said that this is a result of a huge engagement of, before all, professor Weis and her colleagues.

Professor Pande Lazarevski, the president of the Honorary Board, addressed the audience and informed them that the Honorary Board has grown also and new ten members were welcomed. He mentioned that he is working on documentation for setting up EUMMAS Global Development Forum and will inform the members once the program is prepared.

Professor Vasic also added that in 2021 two offices are set up in Nairobi (Kenya) and Dubai (UAE). The plan for 2022 is to continue with this activity.

For 2022 professor Vasic emphasized the following goals:

- Further strengthening of all bodies and entities
- Attracting Donors and Sponsors (there is a possibility to appoint a Vice President for Fundraising)
- Student and Young researcher's competitions
- A2S conference in Bucharest
- Organization of a Business Conference (The place is to be negotiated. Professor invited participants at the meeting to jointly organize an event with their institutions)
- Further internationalization, few more offices, and more AC member institutions.
- EUMMAS Global Development Forum, foundation.

### **Questions and Discussions:**

Prof. Dr. Maia Melikidze, Director for the Center for Renewable Energy, pointed out the importance of the wider presence of EUMMAS. She also suggested the organization of workshops.

*Professor Vasic thanked Maia for the idea and asked for a written proposal to put the idea into action.*

Dr. Dina Yacout, Vice President of the EUMMAS Women's Forum, and Vice President of the Advisory Board recommended the organization of an online Business Forum.

*Professor Vasic mentioned that the idea was to organize the first Business Forum during 2021 (there was a discussion about New Delhi or so) but due to the situation with the Pandemics, it was postponed. He expressed his hope to be able to do it in 2022 and invited interested parties to be co-organizers.*

Prof. Dr. Melika Huskic, VP of the Honorary Board, said that she was excited and impressed with the achievements EUMMAS has accomplished in 2021.

Dr. Liaqat Ali Shah also thanked all in EUMMAS for hard work and expressed his willingness to support future projects mentioning that he had started a new position with the Government of Pakistan.

The other participants took turns in congratulating the great achievements of EUMMAS in 2021.

Professor Oros thanked all for the nice discussion and all participants wished each other blessed and happy holidays and a New Year.

***Item 4. Any other business***

There were no other issues.

**Announcements**

Meeting minutes: will be available on the website and AB members will be sent a link.

**Next Meeting**

Date | Time, Location - to be announced

**The meeting ended at 1.15 PM (CET)**

**Prof. Dr. Călin D. Oros  
President**