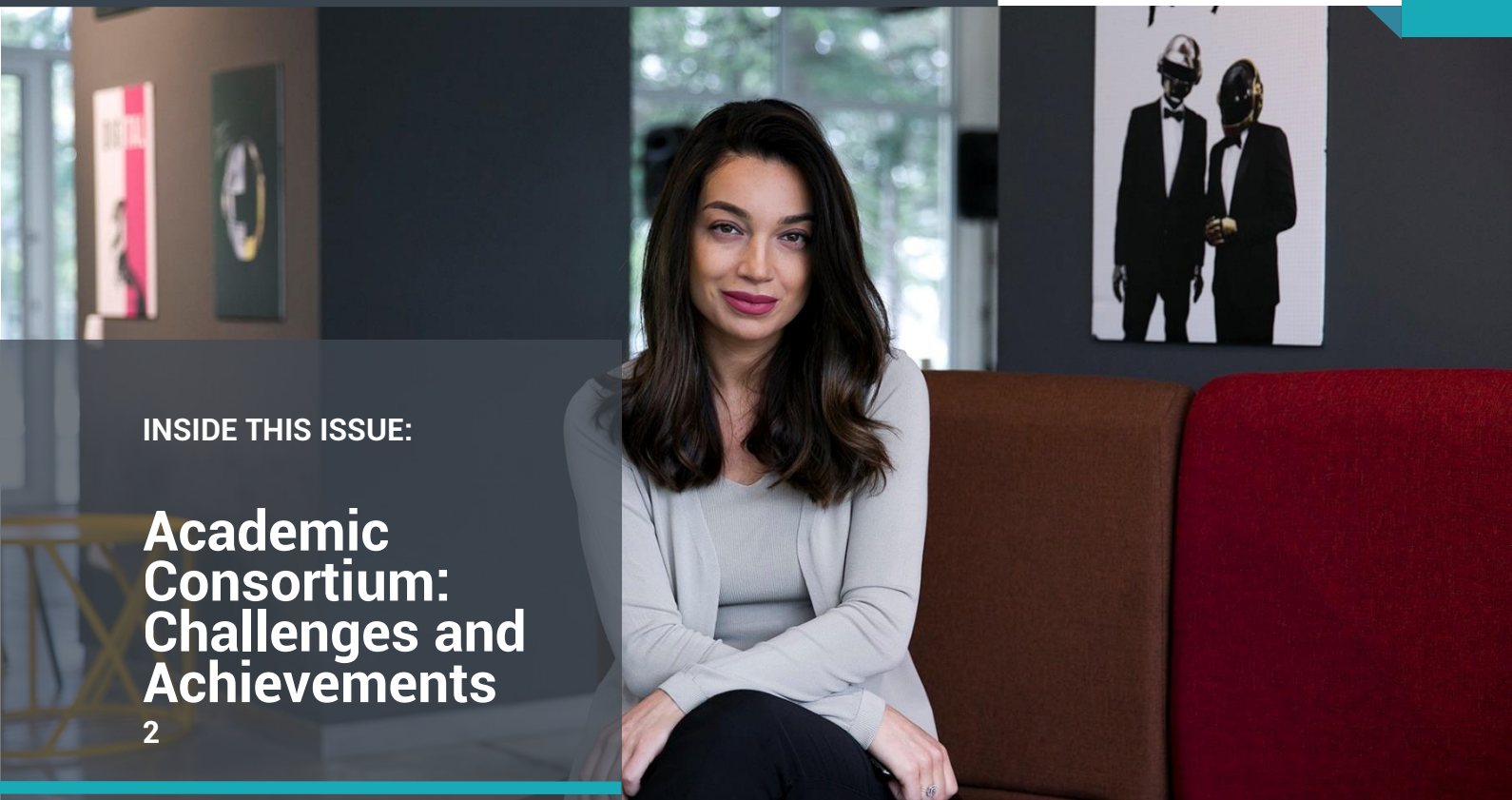


ACADEMICMAGAZINE



INSIDE THIS ISSUE:

Academic Consortium: Challenges and Achievements

2

Interview with Dr. Zsófia Ásványi 4

From our Network: How Sumy State University Contributes to European 6

EUMMAS A2S Conference 7

Academic Consortium: Supporting our Students 8

Open for Cooperation: Valahia University of Târgoviște 9

The Importance of Business and Academia Collaborations to Catalyse Innovation 10



EUMMAS Events

We are not giving up! Organizing live events has never been more demanding and challenging than it is nowadays.

5



EUMMAS Internationalization

Coming closer to you! Thanks to our friends from the UAE and Kenya, EUMMAS has set up its offices in Dubai and Nairobi.

8



Our New Member Institutions

EUMMAS Academic Consortium is growing day by day. We constantly welcome new members – individuals and institutions.

10



Editorial

This is the second issue of our magazine. As you know, we have created this exciting magazine as a means for all EUMASS members to keep abreast of the latest developments taking place both within EUMASS and among member institutions. The current issue features an interview with the president of the EUMMAS Academic Consortium Prof. Dr. Nino Enukidze, and an interview with Dr. Zsófia Ásványi. There are lots of interesting and success stories from our network institutions. We future new projects, cooperation opportunities, internationalization, etc. We will also introduce our new members, and exciting activities being conducted by our member institutions.

We would also like to highlight EUMMAS A2S Conference and other events organized by our Academic Consortium. You are also going to learn about the annual meeting of our Women's Forum that our ladies held in December this year. Students are the focus of our attention, so find out how we support them with our certification programs. Finally, EUMMAS Business Academy is interested in improving marketing & management education. If you have best practices or would like to share your experiences in any of these areas, we would love to hear from you.

Prof. Dr. Osman Khan

Winter Edition 2021

We thank all contributors for the articles, news, and photos they sent. We also apologize for not being able to include all articles that we received in this issue. The priority was given to qualified articles on a first-come, first-served basis. The other articles will find their place in the Spring Edition 2022.

MediaTeam

Interview

Academic Consortium: Challenges and Achievements

Prof. Dr. Nino Enukidze is the president of the EUMMAS Academic Consortium and the Rector of Business and Technology University of Georgia

Prof. Enukidze, could you please explain in brief what the Academic Consortium at EUMMAS does?

The Academic Consortium (AC) is one of the main pillars of the European Marketing and Management Association. Its mission is to widely support the scientific and research activities within the member institutions, expand the stakeholders' network and create a platform for businesses to collaborate with academia.

Our activities include arranging scientific and research events, organizing conferences, delivering a platform for joint research and capacity-building initiatives, as well as providing fruitful networking opportunities to all member institutions.

How would you summarize the past year?

We started with only a few members within the consortium and today it is exciting to see that the network has a number of scientists, researchers, professionals from various backgrounds, and sectors from more than 20 reputable institutions.

The Academic Consortium has expanded its research network and currently has 10 centers with more than 50 researchers working on a whole host of scientific areas from digital marketing to tourism management, renewable energy, strategic management, logistics, and many other.

We have developed a strong and reputable network of executives, faculty, and students who work together to create value for industries and the field. The seasoned members of the research centers focus on supporting Ph.D. students and young researchers, developing and implementing training programs for the industry, and offering consulting activities for managers and leaders. Apart from this, EUMMAS digital Library already has over 70 scientific papers from the members.

We have also created Project Task Group which comprises 12 delegates from member institutions, responsible for monitoring calls and proposals, developing project applications, managing deliverables according to the plan, and similar activities.



"2021 was a year of great networking opportunities and discussions about the urgency for management and marketing agility, adaptability, and business transformation".

With more than 60 member delegates, the AC along with its research centers, the Editorial Board, and the Scientific Committee, continues progressing towards more joint research opportunities and expansion of international partnerships.

What do you think about the global impact of the Academic Consortium?

Although recent years took a toll on many industries worldwide, such international collaborations allow us to increase the internationalization of partner institutions, continually building expertise in knowledge-based economies.

In today's world, the digital economy, digital governance, and post-COVID recovery methods are among the most emerging topics to be discussed on an international level, including scientists, academics, and professionals from all backgrounds and industries. In many instances, we see industrial structures and business models being challenged, which is why global economic digitization is advancing.

We have developed an A2S (Academia to Society) concept to further help the global recovery process, which offers a unique approach to cross-sector collaboration. Its mission is to enhance and stimulate business research, to give significant results, and to provide further suggestions to industries.

The Academic Consortium is an important platform for academia as well as for the business industries to discuss the challenges and importance of management, leadership and marketing agility, adaptation, and company transformation.

I believe that it's of crucial importance for academia and researchers to discuss and disseminate the idea of how our countries will create future economic systems so that they are not only productive but also contribute to sustainability, safety, and shared prosperity. With this aim in mind, we will continue to develop new incentives to encourage research and

innovation, as well as to build new markets for the future.

What are the plans for AC?

The AC is actively involved in planning the upcoming conference on "Global Social and Technological Development and Sustainability" which will be held in Bucharest, Romania in 2022.

The event will comprise 25 highly ranked universities and business schools from 21 countries. I believe this will be a good opportunity to raise the awareness of the Academic Consortium and disseminate our members' scientific achievements on a global scale.

2021 was a year of great networking opportunities and discussions about the urgency for management and marketing agility, adaptability, and business transformation.

The meetings we have held during the year allowed us to clearly outline our goals and plans ahead. We are pleased to have accepted so many institutions to our Academic Consortium and will continue to further expand and invite other interested institutions to the growing network of professionals.

We are planning new joint research initiatives, round table discussions, and scientific publications in partnership with our member institutions.



*Prof. Dr. Nino Enukidze
Rector of the Business and Technology University, Georgia
President of the EUMMAS Academic Consortium*



Interview

Interview with Dr. Zsófia Ásványi on the Newly Renamed Management and Leadership MSc

We asked Dr. Zsófia Ásványi who has been working as an assistant lecturer at the Faculty of Adult Education and HR Management, University of Pécs since 2007 – and as an assistant professor at the Faculty of Business and Economics since 2011. She is also the program director of the Management and Leadership MSc programme which had just been renamed recently.

Would you please tell us about the MSc Management and Leadership major in a nutshell?

The former Applied Management MSc newly renamed to Management and Leadership MSc is one of our flagship programs at Faculty of Business and Economics, University of Pécs, and it is very special to us. The 4 semester-long full-time masters is our first and oldest international program offering general business knowledge students may utilize later in their professional careers anywhere in the world. For more than 20 years, our academic staff has been offering its best knowledge and expertise to students in a wide range of business fields covering economics, finance, marketing, consulting or HRM. Everyone can find his/her "hobby horse" in this program and at the same time experience new perspectives of businesses one never learnt before. Our second specialty is to offer students both hard-, and soft business acumen skills and in this way empower them to self-develop later in their professional lives. Our most recent development is a double degree program opportunity we offer to our students in cooperation with ESDES University in France.

Dr. Zsófia Ásványi primary professional fields are theories and practices of national and international human resources management and labour law.



"Being a master's student at the Faculty of Business and Economics in Pécs is much more than receiving a degree at the end of the studies. As a university city, students see Pécs as their second homes."

Who would you recommend this major to and why?

This major is definitely a great start for those who wish to work later either in international or domestic businesses in the profit, and public sector or run their own companies. Practically general business knowledge is needed everywhere where people work. What I see is that students are also very enthusiastic about the multicultural setting. Despite the huge geographical- and/or cultural distances of their home countries, during teamwork they happily share their ideas and experiences and see how much they have in common. They have active professional discussions sometimes even disputes, which is part of their learning experience.

What are the most important benefits of studying applied management apart from the degree?

Being a master's student at the Faculty of Business and Economics in Pécs is much more than receiving a degree at the end of the studies. As a university city, students see Pécs as their second homes. Rich and active cultural life, super modern dormitories and libraries plus sporting facilities help recreation after studies. Today the School itself is not only regarded as an educational institution but also as a creative network of academic staff, current students, of international and corporate specialists and of alumni in leading positions. The stimulating learning environment attracts many students to us too.

Would you choose to study ML for yourself and why?

Of course! First, because we open up business operation to students as a whole. We reveal how businesses work in their complexity, functional areas in interaction with each other. Second, we offer students the whole world in one classroom. They come to us from literally all parts of the world; here they learn and connect. These connections very often transform



into friendships that last. Third, all professional human and physical infrastructure is provided to students to develop and establish their professional life.

What is the kindest memory of yours as a teacher?

I have many! If I have to choose one, I would share with you an experience rather than a memory. A couple of years ago two students, Linda and Tshephi, from South Africa enrolled in our program. This is more than 13.000km far away from Hungary and they found themselves in the cold February of Pécs! They were silent and seemed lost at the beginning but gradually as they were approaching very well in their studies, they accommodated themselves both in the Faculty and the city. Being creative and brave, they unfold their ambitions in a variety of extra-curricular activities, too. Together with other students, they won international business competitions, established student events in cooperation with business leaders and alumni, and even joined a local band to perform live music! This is what we can offer you here: we provide the circumstances in which you may unleash your potentials!

EUMMAS Events

Upcoming Events

We are not giving up

Organizing live events has never been more demanding and challenging than it is nowadays. Institutions face a great deal of uncertainty when it comes to epidemiological measures that vary from country to country and whose rules change almost daily.

During these two years, we have learned that challenges of this kind are inevitable and that they must not be an obstacle to the further progress and development of scientific and academic thoughts.

We are proud that most of our member institutions, despite these problems, persist in their efforts to contribute to scientific research and activities for the benefit of all professors and researchers. We are proud to announce the following conferences in the coming months:

- January 2022, *Participatory Democracy and Digital at Local Level: European Discourses and Practices*, University of Versailles Saint-Quentin-en-Yvelines, France.
- May 26, 2022, *4th Eastern European Conference of Management and Economics (EECME 2022)*, Ljubljana School of Business, Slovenia.
- June 22-25, *EUMMAS A2S Conference on Global Social and Technological Development and Sustainability*, EUMMAS, Bucharest, Romania.

*More information at <https://conference.eummas.net>

From our Network

How Sumy State University Contributes to European

Every year, the Department of Marketing of Sumy State University (401-500 in Times Higher Education Rating) expands international cooperation with foreign universities and institutions and has a strong background in the implementation of projects under the Jean Monnet program.

The implementation of such programs means that knowledge about European values and integration processes will be disseminated among school children, students, and PhD students, will be activated scientific and theoretical discussions and public counsels of current topics and problems, will be conceptualized modern phenomena of European integration.

Today, the Department of Marketing is implementing four projects of Jean Monnet. In particular, the project EU policy for SMEs: perspectives and challenges for Ukraine provides educational activities on European policy (ethics, culture, mechanisms, legislation, and principles, etc.) to support and develop small and medium enterprises as a key driver of economic development.

The project "EU Carbon-free economy: best practices for Ukraine" provides promotion among students of the principles and experience of EU countries in reducing the carbon footprint, by studying the European Green Deal, norms, requirements, and principles of the carbon-free economy. Lectures and training of the project "Healthy Economy and Policy: European Values for Ukraine" are devoted to the dissemination of knowledge and European experience among students on the implementation of policies to promote the healthy development of countries and regions, the formation of sustainable competitiveness on the international



dimension. The project "With Academic Integrity to EU Values: Step by Step to Common Europe" is dedicated to the six pillars of academic integrity and the implementation of these virtues on the way to the European educational and scientific space.

The results of the implementation of these projects are lectures, training seminars, online webinars, scientific festivals, visits, and excursions to modern enterprises. Such events mean that schoolchildren, students, and PhD students will not only learn about modern European values and features of European integration but can see the examples of modern business entities to see the features of the European experience in sustainable development and academic integrity.



Participatory Democracy and Digital at Local Level: European Discourses

On January 27 & 28, 2022, the management research center Larequi associated with the ISM-IAE Versailles Saint-Quentin-en-Yvelines (UVSQ - Université Paris-Saclay) will organize under the aegis of the Jean Monnet Chair ad personam held by Prof. Gilles Rouet, the International Colloquium: "Digital and participatory democracy at the local level: European discourses and practices" labeled by the European Academic Consortium EUMMAS.

After the conference, a collective publication will be composed with the selected contributions and delivered to Springer editions under the title *Participatory Democracy and Digital at Local Level: European Discourses and Practices*.

The final program, is available at <https://blog.eummas.net>

EUMMAS Conference

EUMMAS A2S Conference on Global Social and Technological Development and Sustainability

EUMMAS 2022 Conference theme is "Complexity of New Global Challenges – Rethinking Cooperation among Academia, Businesses and Policy Makers"

EUMMAS A2S Conference on Global Social and Technological Development and Sustainability is organized by the EUMMAS Academic Consortium comprising of 25 universities and business schools from 21 countries. The event is going to be organized as an onsite event, including the online sessions as well.

WHO IS THE CONFERENCE FOR?

Doctoral Students

The EUMMAS Doctoral Colloquium (EDC) provides doctoral students the opportunity to present their work, and network with their peers and colleagues. The EDC is a two-day program and precede our conferences.

Academic Community

Scientific Conferences are great opportunity for the Academic Community to present their research and get noticed. Besides, the event offers lots of networking opportunities

with peers, businesses, members of the EUMMAS research centers, etc.

C-Level Executives

C-level Executives and business owners find our conference and the BUSINESS FORUM different and unique. For them it is a great opportunity to network, make business deals, offer jobs to best students, etc.

Public Administration Officials

Is there a better place to find out the needs of businesses? Is there a better way for professional development? Is there a more challenging and inspiring place for recognition of public services than a Public Administration Forum?

Conference details can be found at

<https://conference.eummas.net/bucharest2022>

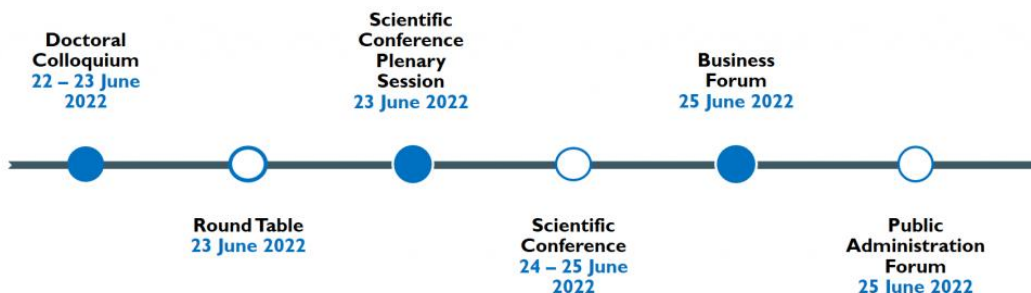
Welcome Messages



The Conference will take place in several cities in Romania:

- Doctoral Colloquium will be held in Targoviste (host institution Valahia University).
- Round Table will be organized in Ploesti (host institution Oli and Gas University).
- All other events will take place in Bucharest (Scientific Conference, Business Forum, Public Administration Forum, and Women's Forum).

Participants from the EUMMAS Academic Consortium Institutions enjoy lots of benefits. Please visit the website for more information and welcome to our conference.



Professional Certification

Supporting our Students

All EUMMAS member institutions are entitled to free certification of their graduate students in the fields of marketing, management, and public administration. Sixty programs are available to all graduates.

Why is professional Certification important for graduate students?

Professional Certification is an added value for the individual, for the organization, and society in general. It enables you to position yourself better and be more competitive in the fast-changing and very dynamic and demanding market. Investing in yourself is the best way to show your employer that your best quality is the will to change and improve your knowledge.

Are students studying at the EUMMAS AC institutions certified for free?

Yes. All students coming from our member institutions are eligible and can apply for free certification. There are 60 programs that are available at the moment. Students receive the certification once they complete their studies.

How many certificates have been awarded this year?

We have certified 324 students this year. Many students, in fact, were not familiar with this opportunity. We, of course, expect many more in the following months and invite all institutions and their students to benefit from this great opportunity.



Students of the Business and Technology University from Georgia, class of 2021, received their certification during the commencement ceremony.

What are the benefits of professional certification?

There are indeed many benefits. First of all, you boost your confidence. It is important for young people who are entering the market, especially for the first time. Then, it helps them stand out of the crowd – be more visible to prospective employers. As an individual, you add value for yourself, the organization and society, and demonstrate mastery of the competencies and knowledge most relevant to employers. This is crucial in order to position yourself better and be more competitive in the fast-changing and very dynamic and demanding market. Also, it is very important to show your employer that your best quality is the will to change and improve your knowledge continuously. Today employers hire for attitude rather than current knowledge.

How to get certified?

The procedure is simple: the institutions just need to make lists of their graduates and submit them to the certification department. The rest is done by the administrators.

Internationalization

Coming closer to you

EUMMAS has set up its offices in Dubai and Nairobi

Following the Global Expansion Plan and in order to get closer to our members and clients, EUMMAS has set up its liaison offices in Dubai and Nairobi. Opening up the offices in the world-renowned centers in Asia and Africa will open up access to multiple markets in the regions. The Association hopes to have the opportunity to expand the reach of its brand. For our

stakeholders, it means better access to our services. EUMMAS wishes to thank its friends H.E. Mohamed AlKhaja, and H.E. Adina Grebovic.



Our Member Institutions

Open for Cooperation: Valahia University of Târgoviște

The Valahia University of Târgoviște is open for cooperation with other universities in student and faculty exchange as well as in various project and research opportunities. It was stated by Prof. Dr. Calin Oros, former rector of Valahia university and President of the EUMMAS Advisory Board.

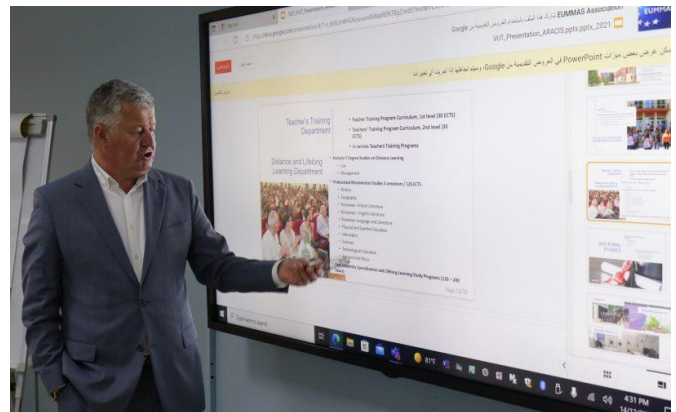
During the visit to the Skyline University, EUMMAS officials held a number of meetings, presentations and seminars. The Valahia University of Târgoviște is open for cooperation with other universities in student and faculty exchange as well as in various project and research opportunities. It was stated by Prof. Dr. Calin Oros, former rector of Valahia university and President of the EUMMAS Advisory Board.

Professor Oros invited the Skyline University management team and teachers to broaden the cooperation in the future. He made a presentation of the Valahia University of Târgoviște, and Romanian history and tradition. Students and professors expressed great interest in one of the youngest but most sophisticated HE institutions in Romania and Europe.

Valahia University is a state-owned university located in



Târgoviște, Dâmbovița County, Romania. The University consists of the following faculties: Faculty of Economics, Faculty of Law and Administrative Sciences, Faculty of Electrical Engineering, Electronics and Computer Science, Faculty of Environmental Engineering and Food Sciences, Faculty of Arts and Philosophy, Faculty of Orthodox Theology and Educational Sciences, Faculty of Materials Engineering and Mechanics, Faculty of Political Science, Letters and Communication, Faculty of Science and Arts, Faculty of Science and Engineering Alexandria.



*Prof. Dr. Calin Oros
Former Rector of Valahia University
President of the EUMMAS Advisory Board*



Maximize your Potential

Membership

Become an individual or institutional member and enjoy many benefits of networking. Our membership comprises individuals/institutions from a wide range of backgrounds, from students to experts, from small to large size organizations. Membership with EUMMAS helps you build a positive Image and get access to our latest news. Being a member entitles you to do join our research centers and do joint researches with colleagues around the world. Membership allows you to expand your knowledge and skills through discounted courses and events and networking with peers/colleagues and staying up to date with what's happening in your field.

To find out more visit our website: <https://eummas.net/membership>

Academic Consortium



The EUMMAS Academic Consortium Academic Member Institutions
<https://eummas.net/member-institutions>

Our Member Institution

Growing proudly...

The EUMMAS Academic Consortium is steadily growing day by day. With 25 institutions from 21 countries, our Consortium is one of the largest of this kind. Our plan for the next year is to double the number of institutions, which means doubling the number of opportunities. Proudly presenting:

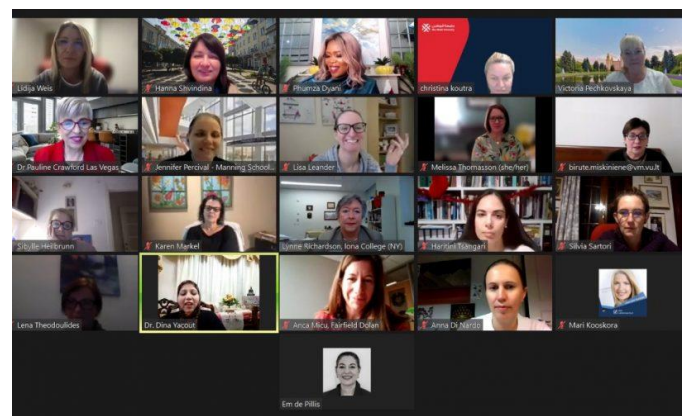
- Business and Technology University, Georgia
- Sumy State University, Ukraine
- B2 Ljubljana School of Business, Slovenia
- University of Eastern Finland Business School, Finland
- Valahia University of Targoviste, Romania
- Vilnius University Business School, Lithuania
- Belgrade Banking Academy, Serbia
- Mediterranean University, Montenegro
- University of Applied Social Sciences, Lithuania
- Ss. Cyril and Methodius University, North Macedonia
- PIM University, Bosnia and Herzegovina
- Petroleum-Gas University of Ploiești, Romania
- Yeditepe University, Turkey
- Polytechnic Institute of Braganca, Portugal
- University of Versailles Saint-Quentin-en-Yvelines, France
- Skyline University College, United Arab Emirates
- Sofia University St. Kliment Ohridski, Bulgaria
- University of Nicosia, Cyprus
- Goce Delcev University, North Macedonia
- Voronezh State University, Russia
- Miami University, United States of America
- Rzeszow University of Technology, Poland
- Girne American University, Turkey
- ASEM – Academy of Economic Studies Moldova
- University of A Coruña, Spain

Women's Forum

The Importance of Business and Academia Collaborations to Catalyse Innovation

The EUMMAS Women's Forum discussed on how Academia can leverage Business relationships to develop relevant and impactful research. Secondly, the objective was to establish how Businesses can trust and leverage Academia more as a crucial research source to innovation.

The EUMMAS Women's Forum, under the Leadership of Dr. Lidija Weis and the Vice Presidents Dr. Dina Yacout, and Lisa Leander, met on the 2nd of December 2021. The Event's moderator, Phumza Dyani from the Pan African Network for Investment and Development based in South Africa, stimulated a discussion on how Academia can leverage Business relationships to develop relevant and impactful research. Secondly, the objective was to establish how Businesses can trust and leverage Academia more as a



The EUMMAS Women's Forum is an elite group of academia and/or business leaders who are willing to support the mission of the European Marketing and Management Association (EUMMAS). The Forum is made up of eminent community members who are committed to the Association's goals. At the moment there are about 80 ladies from academic and business entities from some 30 countries.

crucial research source to innovation.

The most prominent Deans of Universities attended the Event from across the world. There was a vast array of experiences on how the different countries have fared in forging these relationships.

The critical lessons were that all the nations were at various stages of forging these, and the following were important observations made by attendants:

1. The role that Governments and National Agenda through national policies, played in recognizing the importance of this collaboration supported the success of these relationships. Countries that seemed to focus on innovation also seem to acknowledge the importance of Academic Institutions as sources of research and innovation cultures.
2. Covid19 was a catalyst for 'out of the box' new thinking, and there was a need to expand beyond the commonly known practices. This prompted a need to source structured and tested research information to formulate recovery strategies in some countries.
3. In some institutions, entrepreneurship was encouraged, and business partnership positions were encouraged voluntarily. This, in turn, attracted more business participation and investments into these institutions. Examples of these institutions have also established Innovation incubators that have kick-started phenomenal innovation ideas.
4. One crucial point was also using the research data for

solving real-life problems. One of the Deans of the Business Schools illustrated how she uses statistical expertise in portfolio analysis and helps to provide real-life explanations to data. This has gained her the confidence of businesses in relying on her work to support business decisions.

The following points were raised for consideration:

1. In most countries, it was noted that there need to be more incentives for research that could take the form of Special Grants and be structured in the form of Special clusters.
2. While business and academia collaboration is crucial, it is essential to ensure Academic institutions do not detract from their primary purpose, which is being sourced for credible research. They must veer off being influenced by money and remain independent in thinking.



The Event's moderator, Phumza Dyani from the Pan African Network for Investment and Development based in South Africa, stimulated a discussion on how Academia can leverage Business relationships to develop relevant and impactful research.

Quality Assurance Audit

Visiting the Skyline University

EUMMAS Quality Assurance delegates

Prof. Dr. Mile Vasic and Prof. Dr. Calin Oros visited one of the EUMMAS AC member institutions, the Skyline University from the United Arab Emirates. The team was supported by one of the European most reputable experts in Quality Assurance and

Internationalization Prof. Dr. Katarina Aškerc Zadavec. The aim of the mission was to support the University by sharing the best practices from European higher education (HE) institutions and conducting a Quality Assurance audit.

Skyline University is one of the most modern and contemporary HE institutions in the Middle East and their aim is to adopt best practices from around the globe in order to offer and provide top-quality education to their students.

The mission of EUMMAS is to provide support to its members and this activity proved that networking has no alternative in the process of development of modern HE institutions.



SHARE YOUR NEWS WITH THE WORLD!

Dear reader,

We hope to bring you more interesting news from the EUMMAS Network in the following months. We would appreciate your support and contribution as well. Visit our Blog and find out how you can contribute to our Academic Magazine and Blog. We are excited to hear from you!

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