



...connecting leaders

European Marketing and Management Association

ACADEMICMAGAZINE

"If you want to go fast, go alone. If you want to go far, go together."

African Proverb

Autumn 2021



INSIDE THIS ISSUE:

Ushering a New Era of Academic Collaboration

2

Introducing our Member Institutions – Ljubljana School of Business 4

Virtual Global Class "International Relations & Global Leadership" 7

Women's Forum: How we Contribute to the Women Empowerment 8

Academic Consortium – Opportunities and More Opportunities 9

Applying the Knowledge: ReStoring our Community 10

Success Stories: University of Nicosia 11



EUMMAS Events

Live events are coming back! EUMMAS and its Member institutions are organizing several events Europe-wide. It is high time to get involved again.

5



Who is Doing What: Research Review

The number of our research Centers is growing fast as well as the number of researchers interested in researching with colleagues from other institutions.

8



Our New Member Institutions

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

10



Editorial

We have created this exciting magazine as a means for all EUMASS members to keep abreast the latest developments taking places both within EUMASS and among member institutions. The current issue features interviews from the EUMMAS president, as well as the President of the Women's Form. We will also feature new members, and exciting projects being conducted by our member institutions.

Our goal it so share our knowledge including conferences, or workshops that would be of interest to members. We would also like to highlight the research being conducted by members, and within the research centres. This will be a great opportunity for researchers to collaborate on joint projects, and possibly the business community to fund relevant research. Furthermore, we are interested in promoting the linkages between academia and industry. Finally, EUMMAS 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

Autumn 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 Winter Edition 2021.

MediaTeam

Opinions

Ushering a New Era of Academic Collaboration

Prof. Dr. Mile Vasic is the Founder and President of the European Marketing and Management Association. He has extensive experience in both academia and business where he held top positions, such as dean, vice rector, rector, and CEO. He is also one of the authors of A2B EUMMAS Concept.

Professor Vasic, we shall use this opportunity to talk to you about EUMMAS – why is it so special compared to other associations?

I don't think it is special, but different. Different in the way we do things. I used to work in both academe and business. I also spent a few years in diplomacy and business consulting. All these positions helped me understand how things work and what can be done to improve them. We need to think differently when we educate our children. It is not important anymore to teach them all those complex formulas, hundreds of definitions, dates, names, etc. The thing they need to learn from us is how to learn and explore the world once they enter the market. How to adopt new knowledge, gain new skills, and how to do it mostly by themselves, continuously all their life in order to remain competitive. They do need specific knowledge and skills before entering the labor market. It goes without saying. But those must be adjusted to the real-world needs. Teaching must not become an end in itself. In this context, I see the necessity of closer cooperation between businesses and academe, between present and future leaders. When you ask people from any of these to describe the cooperation with the other, you will get it all in superlatives. When you ask for more details you understand that they have not "traveled together far", or worked with each other much. Do we teach what businesses need? Do businesses know what they do not know or what they need? I am afraid the answer to both questions in many cases is 'no'. For that purpose, we at the EUMMAS created an A2B (academe to business) concept that aims to help both sides serve each other's mutual needs.

It seems that many higher education institutions have understood the concept. There are already more than 20 member institutions. Also, I have discovered some of most powerful business entities in the EUMMAS network.

We are happy to have welcomed so many institutions to our Academic Consortium, and of course, we are always open to new ones as well. This is a never-ending process and all our entities



We need to do things differently if we want to change and get different results. This reminds me of a Henry Ford's quote, who said: "If you always do what you've always done, you'll always get what you've always got".

and departments are growing day by day. We encourage researchers, especially the younger ones, to join our centers and together with their colleagues from other institutions and countries contribute to both local and global prosperity. We ask students to join us and connect to the centres they need to work for once they complete their studies, employers and businesses. We encourage women to gain new skills and take over most responsible positions in their companies and societies, and become financially independent. We encourage companies and professional associations to join our Business Consortium and Business Club.

EUMMAS has a very large organizational structure. There are many different boards, consortia, departments, centers, groups... Can you give us a brief overview?

We have a number of different entities, some of which deal with academic issues, such as the Honorary Board and Academic Consortium, and others that deal with businesses, for instance, Advisory Board and the Business Consortium.

Those two Consortia are the pillars of the Association. Through them, we want to increase the cooperation between businesses and academe, and to connect leaders from both sides. Then, our Honorary Board comprises of most eminent deans, rectors, and academics. On the other side, we are proud of our Advisory Board whose members are experts in different industries, leaders of very important institutions and companies. The Academic Consortium already has more than 20 reputable institutions. The Business Consortium gathers chambers of commerce, professional associations and other institutional business representatives. Finally, the Business Club, that is being formed at the moment, will play a vital role in supporting our students and research centres in achieving their goals.

What we are especially proud of are the two forums, the Women's and Youth Forums. Both

Forums help the Association empower women and youth. We do it through the EUMMAS Business Academy by organizing free training programs for women and youth. The members in these Forums proved to be a great inspiration to other women and students. I am sure you will get more details about each entity and department from our presidents and directors in upcoming issues.

You mentioned several times the EUMMAS research centres. Also, what I have seen and what impressed me is the publishing opportunity the Association offers.

At the moment we have ten centres with more than 50 researchers, and ten journals. And let us not forget our Library, Project Task Group, and so on. The centres being together likeminded researchers to work together on topics of common interest. The Centres are supported by journals, which give an excellent opportunity for researchers to showcase their work.

Right. Really lots of important and interesting topics for discussion. However, we shall stop this interview now, and as you said, the other answers will be given by other EUMMAS Officials in some other interviews. Thank you and I wish you lots of success.

Thank you!





Our Member Institutions

Introducing our Member Institutions – Ljubljana Business School

Ms. Špela Pregl is the PR representative of the Ljubljana School of Business in Ljubljana, Slovenia.

Ms. Pregl, we are coming to an end of a somewhat unusual academic year. What have been some of your biggest challenges and most relevant takeaways?

We have all been and are still affected by the COVID situation. Each industry was hit by it in a specific way. For us, the first concern was the health and safety of all our stakeholders, closely followed by the challenge of providing quality educational service to our students in these new circumstances.

We are happy to say that the transition to the online lectures was quite smooth, due to the incredible dedication of our team and, of course, due to our very cooperative students. We were forced to try out new means of interaction and we are integrating some of them into our study process – something, that would probably not happen if we had not been exposed to this situation. So, this is surely an important takeaway, on an operational level. The other takeaway is that the relationships we built with our students went beyond academic interactions.

This is something we are very proud of. Our students turned to us when experiencing a lack of motivation, when faced with financial problems and other limitations to their studies. This was a challenge a lot of educators experienced, and we are glad we were able to dedicate time to have relevant conversations and, to find solutions to financial challenges.

Ljubljana Business School is one of the most eminent business schools in Central Europe. Located in Slovenia it offers students a lot of opportunities for personal and professional growth.

“Our faculty members are qualified professionals with extensive hands-on experience so that our students are equipped with up-to-date knowledge and skills.”



Top degree programs in Business Informatics, Marketing Communications, Public Relations, Marketing Management, and Management.

Your school has recently received special recognition from the Slovenian Chamber of Commerce and Industry, regarding the first decade of the Ljubljana Business School. Has a lot changed in ten years and what are your plans for the next ten years?

The biggest change, compared to our beginnings, is probably the number of study programs we offer. We started with the first cycle degree programs Business Informatics and Marketing Communications and Public Relations, followed by second-degree Management and Informatics, later we added Marketing Management and last year, we introduced another first cycle degree program, Management.

With passing years, our ties to the academic and, mostly, economic community have strengthened. This helps us in adjusting our study programs in a way that most suits current job-market needs and requirements. Therefore, our faculty are qualified professionals from respective fields with extensive hands-on experience, so our students get equipped with up-to-date knowledge and skills they can apply in the actual business environment.

A greater number of companies turn to our students when looking for new employees and hopefully, we will see even more of that in the future. Although this limited in the past year, our international connections are growing in number and intensity. Our dean, Dr. Lidija Weis, and I have just returned from Montenegro, where we were visiting our partner school, the Faculty of Business Economics and Law in Bar, to discuss student, professors, and staff mobility.

Through the Erasmus+ mobility program we are cooperating with educational institutions from almost all over the world – from India, Bhutan, Ukraine, to Portugal, Cyprus, Italy, Croatia, and others. When mentioning international cooperation, we should also mention the recently concluded 3rd ECMEE



"With passing years, our ties to the academic and, mostly, economic community have strengthened. This helps us in adjusting our study programs in a way that most suits current job-market needs and requirements."

(Eastern European Conference of Management and Economics), with the headline Sustainable development in the modern knowledge society, bringing together more than 100 participants from 10 countries.

As far as other plans for the following decade: we will continue to ensure quality education and training in business, management, and organisational sciences and to develop and promote professional and research work. In other words, we will strive to answer the market's needs regarding competencies through our study programs, while supporting our students academically and personally.

EUMMAS Events

Upcoming Events

After a long time, finally "going live" again

One of the main activities of the European Marketing and Management Association is the organization of various events. Due to the global health challenge that we have been facing for the past year and half, only a few events have been organized primarily using different online platforms. It has been a global trend and we all got used to it. However, the feeling of attending the conference in person, meeting your colleagues, and networking proved to be priceless. Although new technologies helped us stay in touch, however, the online technologies could not replace face2face meetings and live

chat. Therefore, we are looking forward to every new event that is organized in the future in a traditional way. The following events* are going to be (co)organized by our partners, member institutions, and the EUMMAS in the following months:

- September 2021, *Pandemic Challenges for Corporate Social Responsibility*, Vilnius Chamber of Commerce and Industry, Lithuania
- October 2021, *GSOM Emerging Markets Conference*, Graduate School of Management of St. Petersburg State University, Russia
- October 2021, *12th Supply Chain Management for Efficient Consumer Response Conference*, Valahia University of Targoviste, Romania
- January 2022, *Participatory Democracy and Digital at Local Level: European Discourses and Practices*, University of Versailles Saint-Quentin-en-Yvelines, France

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

EUMMAS Events

International Conference "Initiative 5.0"

The event was organized by the Business and Technology University from Georgia and the EUMMAS Academic Consortium

On July 2, the University of Business and Technology (BTU), in partnership with the European Marketing and Management Association (EUMMAS) Academic Consortium, hosted an international conference 'Initiative 5.0 – Digital Economy and Pandemic.'

The International Conference "Initiative 5.0" was a hybrid series of events held from June 28th to July 2nd, 2021, at the Business and Technology University (BTU) located in Tbilisi, Georgia. Four days were dedicated to on-site panel discussions which were finalized with the International Online Conference on the last day – July 2nd, 2021. The online Conference was organized in collaboration with the Academic Consortium of European Marketing and Management Association (EUMMAS).

The Conference aimed to share international expertise and the latest trends, achievements, or research results in all sectors that contribute to the development of the digital economy worldwide. "Initiative 5.0" included the following main strategic areas: Female Technologies, Media Technologies, Law and Legal Technologies, Financial Technologies, Educational Technologies, Cultural Technologies, Healthcare Technologies, and Green Technologies. Panel discussions and the online Conference were attended by Government officials, representatives of international associations and organizations, stakeholders around the world, and researchers from international partner universities including Spain, the UK, UAE, and Latvia.

The conference was attended by researchers from BTU and partner international universities, representatives of the public and private sectors, members of local and international associations and organizations, and other stakeholders. At the event, research presentations were conducted by researchers from local and international universities.



Welcome speeches were delivered by BTU Rector Prof. Dr. Nino Erukidze and Prof. Dr. Mile Vasic, EUMMAS President.



12th Supply Chain Management for Efficient Consumer Response

University Valahia from Targoviste, Romania, is organizing its 12th conference on Supply Chain management. This year's conference is dealing with "Building supply and demand network resilience through digital transformation", seeking answers on how new technologies in a pandemic era enables consumers to embrace digitization and enhance the resilience of supply & demand networks.

The potential participants are invited to submit their papers for some of the eleven different topics. The conference will be held on 21/22 October 2021.

Conference website: <https://www.scm4ecr.com>

Students

Virtual Global Class “International Relations & Global Leadership”

Since 2019 in Sumy State University (SumDU) (401-500 in Times Higher Education Rating) has begun the cycle of Virtual Global Classes for students. It happened in response to close and system collaboration between the department of management SumDU and Washington State University.

The year 2021 was dedicated to International Relations and Global Leadership. The initiator of this course Professor Dipra Jha, associate professor in the Carson College of Business and Assistant Director of the School of Hospitality Business Management of Washington State University. From Sumy State University the coordinator was Dr. Hanna Shvindina, head of the Oleg Balatskyi Department of Management.

The Virtual framework means that students from many universities from different countries have classes simultaneously and interact with each other during the lecturing and seminars.

This year, two universities from Ukraine, the universities of Kosovo*, Turkey, the United States, China, the United Kingdom, and India joined the project. In particular, students of economic specialties of the ARI BIEM, Vadym Hetman Kyiv National University of Economics, Washington State University, Haji Zeka State University (Kosovo*), and vocational colleges of the Sumy region took part in the sessions of the Virtual Global Class.

The seminars provided presentations by leading scholars and practitioners from all around the world.

**According to the UN Security Council Resolution 1244 (editorial)*



The first session was dedicated to the presentation of our country by the head of the department, Hanna Shvindina and second-year students majoring in Management, Maryna Deineka, and Faith Umo Otong. Kosovo* was represented by Haji Zeka State University (Prof. Enkeleda Lulay and her students), and during the presentation, participants could learn about the country's history, national culture, traditions, and cuisine.

Also, different countries were represented by experts and specialists in their field. For example, students were addressed by Erdogan Koç of Bahçeşehir University (BAU), John Kerrigan of the University of Nebraska-Lincoln, Subheer Ramnorruth, Strategic Management Consultant, Director of Academic and International Relations at Whitefield Business School, Pavlo Kostetskyi, a former Ukrainian Foreign Service official, who served in diplomatic missions of Ukraine in Mexico, Nigeria and Angola (2009-2017), Les Ottolengi, co-founder of Net Effects Podcast, Net Effect Ventures and Zen Nest Retreat in Southern Utah, CIO and others.

As a result of the program, participants received certificates (60 hours, 2 ECTS credits). Such courses have implemented international mobility during the pandemic possible for the students. This is the sixth project within COIL since we started it in 2019.



EUMMAS Women's Forum

How we Contribute to Women Empowerment

The EUMMAS Women's Forum is an elite group of academia and businesswomen leaders who support the mission of the Association. Professor Lidija Weis is the president of the Forum.

Professor Weis, what is the main goal of the EUMMAS Women's Forum?

The main goal of the Forum is to contribute to global women empowerment, with an emphasis on female entrepreneurship and leadership. Our short and long-term plans are focused on women's empowerment, which means training, education, and exchange of experience, and to encourage them to take leading roles in their societies and companies.

Are you happy with what has been done so far?

We started thinking about having this Forum at the end of last year and I am very pleased that in such a short time we have managed to gather a diverse group of successful and influential ladies from many different countries. The Forum now consists of a little less than 50 members from 12 countries.

Our first meeting was held at the beginning of July, and it was a great success. The Women's Forum takes the same direction as the Association, in terms of connecting business and academia. At the EUMMAS we believe that putting together business and academia is the key to providing continuous personal, professional, and social growth and



"At some point in time, we plan to start with our annual events, such as an annual conference or an annual global meeting. This might be a good opportunity to raise our recognition on a higher level."

development. Therefore, we also want to create a professional and academic network aimed at sharing knowledge and experience through the Women's Forum.

What are the future plans?

We plan to have quarterly online events, like discussions on various topics, panel discussions with guests, educational events, etc. Each event would have a pre-determined topic, something we are all interested in, and it would be beneficial to all of us. Since there is such a diverse group of women, from different parts of the world, I believe there will be great opportunities for networking and exchanging opinions and good practices. At some point in time, we plan to start with our annual events, such as an annual conference. This will be a good opportunity to raise our recognition on a higher level.

Professor Weis, thank you for sharing this information with our readers.

Research Centers

Who is Doing What: Research Review

EUMMAS Research Centers are great places for young researchers to gain experience

Our Centers are becoming recognized for their excellence in education, research, and practice. 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 Centers provide a platform for innovative research and training and build bridges between science and practice.

The seasoned members of the 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. The mission of the centers is to facilitate networking among professionals to establish and transfer best practices that support the advancement of all business disciplines.

At the moment there are ten centers with more than 50 researchers. The membership in the centers is open to all researchers from all universities worldwide.

Academic Consortium

Opportunities and More Opportunities

The Academic Consortium at European Marketing and Management Association at the moment comprises 21 highly ranked universities, ten research centers, scientific committee, editorial board, project task group, ten scientific journals, library...

Professor Enukidze, what can you tell us about the Academic Consortium?

For me, it is a great honor and pleasure to manage the Academic Consortium and support the scientific and research activities, provide networking and collaboration opportunities to member institutions. Our entity organizes conferences, round table discussions, forums, develops joint research proposals and bilateral cooperation arrangements, works with the wider stakeholder community. The EUMMAS Academic Consortium (EAC) has a mission of supporting young researchers, developing and increasing the level of internationalization of partner institutions, and expanding a high-quality network worldwide.

Why is it so important?

In today's world, the digital economy, digital governance, post-COVID recovery strategies are one of the most emerging subjects to discuss on an international level, including scientists, researchers, professionals from various backgrounds, and sectors. In many cases, we see that industry structures and business models are being disrupted,

which is why the digitalization of the economy is being rapidly accelerated worldwide. To further support the recovery process worldwide, we have launched an A2B (Academia to Business) initiative, which offers a unique approach to cooperation between the sectors. Its goal is to improve and motivate business research, provide meaningful findings and deliver further recommendations to the industries.

What else can the Academic Consortium offer to its members?

The Academic Consortium is the right place to discuss the urgency for management and marketing agility, adaptability, and business transformation. I think it is a moment for academia and researchers to determine how our countries will shape economic systems in the future so that they are not just productive but also lead to sustainability, safety, and shared prosperity. Having this mission in our minds, we will continue to create new incentives that will further support the research and innovation and create new, markets of tomorrow".

Professor Enukidze, thank you for this small talk.



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



Academic Consortium

Publishing Opportunities

Our academic member institutions regularly publish their scientific journals. At the moment we have issued calls for ten 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.*

The editorial boards invite you to submit your papers. To do that, please visit our website, the Academic Consortium section.



The Farmer School of Business
Miami University
<https://www.miamioh.edu/fsb>

Academic Consortium

Our New Member Institution

The Farmer School of Business

offers one of the world's best undergraduate business educations with small class sizes and faculty who are focused on teaching. The school is consistently ranked among the nation's top undergraduate business programs for its commitment to students' professional and personal growth and success. The school places emphasis on experiential learning, international study, and leadership development to prepare the students to become leaders in the workplace and the community.

The School is composed of seven departments that offer eight disciplines and majors and a variety of minors and thematic sequences. Also within the School is the William Isaac and Michael Oxley Center for Business Leadership (formerly known as the Center for Business Excellence).

On July 15, 2021, the Farmer School of Business has become the 21st Member Institution of the EUMMAS Academic Consortium.

Students

ReStoring our Community

A particularly ambitious group of students at the URI College of Business are applying the lessons they've learned in the classroom to improve the community. The Innovation & Entrepreneurship Club (IEC) at the college has partnered with the Greater Providence Habitat for Humanity on Project ReStore.

"Habitat ReStores (Rhode Island, USA) are secondhand home improvement stores that sell items far below retail. Their purpose is to create a stream of revenue to aid the surrounding community and build self-reliance," says Margaux Bessette, (former) president and founder of the IEC, who co-leads Project ReStore with rising senior Dante Driscoll.

Under the direction of Mark Kravatz, Executive Director of the Greater Providence Habitat for Humanity, these URI students are working towards opening a ReStore in the Greater Providence area by the spring of 2022. "There are hundreds around the country but none in northern Rhode Island, where the need is great," says Bessette.

The group follows an internship model which "has significantly contributed to the ongoing success of this partnership" says Kravatz. Six sub-groups are charged with all aspects of the project from finance and real estate to marketing and logistics.



Margaux Bessette
IEC Club President



Dante Driscoll
IEC Club Member



David Mitchell, Ph.D
Professor



**Habitat
for Humanity®
of Rhode Island
Greater Providence**

"This project is unique because Habitat has established a team of professionals that provide professional guidance and mentorship to the students. These students can freely collaborate with these industry leaders and receive guidance. Together, they work to support the vision and mission of Project ReStore" explains Kravitz.

Far more than a group project, this venture has given students a tremendous opportunity to be at the forefront of a hands-on project, with real-world impact. "The entire College of Business is extremely proud of the I&E Club for exhibiting maturity, dedication, and perseverance throughout this project" says club advisor David Mitchell. "They are outstanding representatives for the University of Rhode Island, particularly to our business partners. They are using their classroom knowledge to improve our community."

Far more than a group project, this venture has given students a tremendous opportunity to be at the forefront of a hands-on project, with real-world impact. "The entire College of Business is extremely proud of the I&E Club for exhibiting maturity, dedication, and perseverance throughout this project" says club advisor David Mitchell.



"They are outstanding representatives for the University of Rhode Island, particularly to our business partners. They are using their classroom knowledge to improve our community."

Success Stories

University of Nicosia: Global Leader in Business Education

Ranked among the Top 301-400 universities in the world

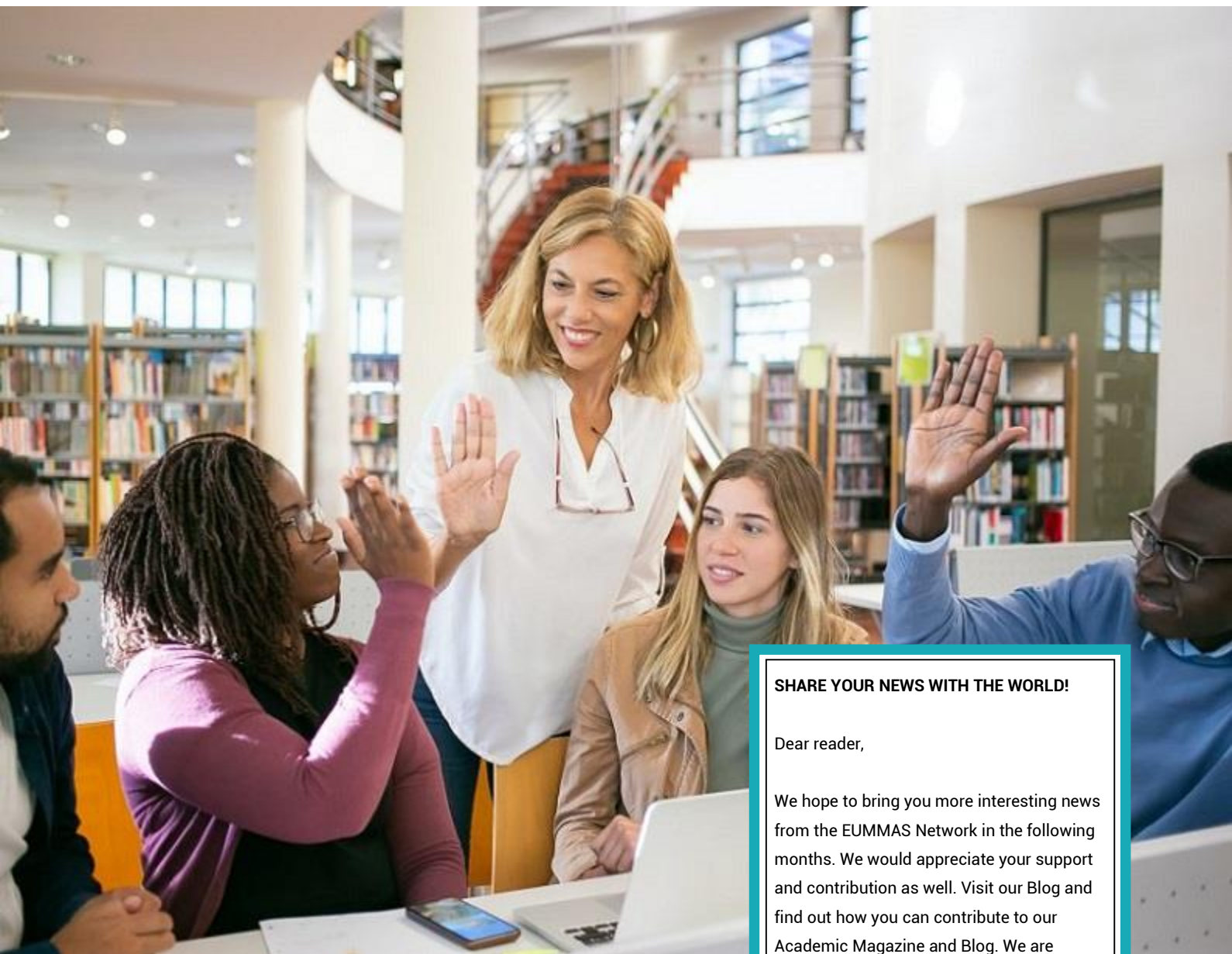
The latest results of the annual *Times Higher Education* (THE) World University Rankings by Subject 2021 rank the University of Nicosia (UNIC) among the top 301-400 universities in the

world in the subject area of Business and Economics. This ranking places UNIC as the #1 ranked university in Cyprus and Greece, and among the Top 100 universities in the European Union, in this subject area.

The *Times Higher Education* World University Rankings (WUR) are possibly the best-known university rankings in the world, drawing on five decades of expertise in the sector and millions of individual data points.

The University of Nicosia joined the EUMMAS Academic Consortium in April 2021 and is an active member of the Association.

It's about time to get to know you...



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!

Media Team



5 Knezopoljska Street
78000 Banja Luka
Republic of Srpska
Bosnia and Herzegovina

+387 66 689 458
+387 66 663 054
media@eummas.net
<http://blog.eummas.net>

m. me/eummas
facebook.com/eummas
linkedin.com/company/eummas
Skype: EUMMAS HQ

