

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

HONORARY BOARD MEETING (2021.10/14.1) MINUTES

Date: October 14

Time: 6:00 PM (CET)

Location: virtual/zoom

Moderator: Prof. Dr. Pande Lazarevski

In Attendance

1. EUMMAS HB Members
2. Presidency
3. AC Presidency
4. Directors and Deputies

Agenda

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1. Information on previous activities of the HB Presidency - Prof. Dr. Pande Lazarevski
2. Information on EUMMAS activities - Prof. Dr. Mile Vasic
3. Information on EUMMAS AC Consortium activities - Prof. Dr. Nino Enukidze
4. Information on EUMMAS Women Forum activities - Prof. Dr. Lidija Weis
5. Ongoing and Forthcoming activities for 2021/2022
6. AOB

Summary

OPENING OF THE MEETING

The President of HB, Prof. Dr. Pande Lazarevski opened the meeting and welcomed the participants, noting also those members who had apologized for their absence.

APPROVAL OF MINUTES

Approved Unanimously

ADOPTION OF THE AGENDA

The agenda, as proposed in the draft, was adopted unanimously. It was agreed to have the moderators first provide the information and then invite the others for the general discussion.

Item 1. Information on previous activities of the HB Presidency - Prof. Dr. Pande Lazarevski

Professor Lazarevski informed the members of the activities of the HB, especially on the acceptance of new members. Since the previous meeting new ten members joined the board. Besides, professor Layarevski talked about the activities and roles that HB had in the process of forming new entities within EUMMAS, such as AC, WF, YF, and others.

Item 2. Information on EUMMAS activities - Prof. Dr. Mile Vasic

Professor Vasic informed about the activities that took place after the previous meeting. Academic Consortium, Business Consortium, Women's Forum, Youth Forum, Business Club, Scientific committee, Editorial board, Project Task group, Media team, ten research centers, and many other bodies were established to create proper infrastructure for the activities in the future. Besides, the association started its Academic Magazine and Blog enabling all members to share the news.

Item 3. Information on EUMMAS AC Consortium activities - Prof. Dr. Nino Enukidze

Professors Nino Enukidze gave more details about the Academic consortium, 22 member institutions, members of the Research centers and their activities, members of the SC and EB and other bodies, as well as the event that is going to be organized in Romania.

Item 4. Information on EUMMAS Women Forum activities - Prof. Dr. Lidija Weis

Professor Lidija Weis informed the participants about the activities of the WF, the number of members (more than 70 ladies from academia and business from 30 countries), and the forum that is going to be held on December 2, 2021.

Item 5. Ongoing and Forthcoming activities for 2021/2022

Professor Vasic pointed out a few priorities for the coming year, such as establishing offices in Dubai, Nairobi, New Delhi, and other important world centers. One of the priorities will of course be enlarging the network of the academic institution, chambers of comers, and businesses. The Association is soon starting its Business Magazine as well.

General discussion: Participants were taking the floor and discussed the achievements the Association has made so far, giving constructive recommendations to the leadership team for the year 2022.

Item 6. AOB

There were no other businesses.

ANNOUNCEMENTS

There were no announcements

Next Meeting

Date | Time, Location - to be announced

The meeting ended at 7.15 PM (CET)

PROF. DR. PANDE LAZAREVSKI
President