

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

ACADEMIC CONSORTIUM MEETING MINUTES 2022.04/11.1

Date: April 11, 2022

Time: 3:00 PM (CET)

Location: virtual/zoom

Moderator: Prof. Dr. Nino E nukidze

In Attendance

Prof. Dr. Nino E nukidze, President of the Academic Consortium
Prof. Dr. Reda Mikalauskaitė, SMK University of Applied Social Sciences
Prof. Dr. Celal Sakka, Girne American University
Prof. Katarina A. Zadavec, Ljubljana School of Business
Prof. Dr. Inga Izdonaitė-Medziuniene, SMK University
Prof. Dr. Ana Ares, University of A Coruña
Prof. Ajith Kumar V.V, Skyline University Nigeria
Prof. Dr. Saara Julkunen, University of Eastern Finland
Prof. Mohammad Rasheed Khalid, Skyline University College
Prof. Dr. Maciej Chrzanowski, Rzeszów University of Technology
Prof. Dr. Gilles Rouet, Versailles Saint-Quentin University

Agenda

1. Call for papers by Business and Technology University for EUMMAS member institutions
2. Publishing University news on EUMMAS website
3. Certification for graduates
4. Online seminars held by EUMMAS AC member
5. Delegating members to EUMMAS entities by new member institutions
6. Other Business

Summary

OPENING OF THE MEETING

Prof. Dr. Nino E nukidze welcomed the participants and explained the aim of the meeting which was to exchange relevant information and outline future activities. Professor further explained the agenda and relevant details. All member universities were asked to choose the activities to which they would like to contribute to and communicate the choices to the AC office after receiving the meeting minutes.

APPROVAL OF MINUTES

Approved Unanimously

ADOPTION OF THE AGENDA

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

Item 1. Call for papers by Business and Technology University for EUMMAS member institutions

Prof. Dr. Nino Enukidze informed the attendees that Business and Technology University is planning to announce a call for papers - ,”Economic effects of war in Ukraine”’.

The publication contest will be open to all EUMMAS members and the highest ranked publication author will receive a monetary prize of €500.

Professor stated that the timeline will be prepared in the nearest future. As for the institutions, they are free to include their faculty members in this process.

Academic Consortium members including Prof. Katarina Zadavec, Prof. Dr. Gilles Rouet and Prof. Dr. Saara Julkunen confirmed their institutions would be involved in the call for papers.

Item 2. Publishing University news on EUMMAS website

Prof. Dr. Nino Enukidze explained the plan to publish research & scientific activity news of the member institutions on the EUMMAS website and blog.

In order to do so, Academic Consortium members are encouraged to share contact information of their university marketing/media team members who will provide such news on behalf of their institution to the office of the Consortium.

All attendees agreed to collaborate on this matter. Prof Katarina Zadavec stated they would communicate required information as soon as they find the person to take up the task.

Item 3. Certification for Graduates

Prof. Dr. Nino Enukidze mentioned that EUMMAS provides free of charge certification to all students (all three cycles) who graduate marketing, management, public administration, or other related programs

Each member institution is free to send a list of their alumni who are graduating this year and have high academic achievements. EUMMAS will make certificates and send them to such institutions.

In order to have the certificates ready on time, member universities were asked to give a timeline (a specific month) of their planned graduation and communicate it with the academic consortium office prior to sending the lists.

Prof. Dr. Gilles Rouet informed the attendees that their graduation ceremony is usually in September. SMK university delegate, Inga Izdonaitė-Medziuniene confirmed that the graduation is planned for the end of June. Prof Katarina Zadavec also informed the members that their preferable timeline is in September or October.

Item 4. Online seminars held by EUMMAS AC member

Prof. Dr. Nino Enukidze shared information about upcoming online webinars from EUMMAS AC member institution. Webinars will include highly experienced speakers of each relevant field. Planned topics include:

- Stock market, forecasts and investments today;
- Digital media literacy and fake news affecting consumer behavior;
- Leadership and organizational behavior during crisis;

Professor informed the attendees that the timeline and the information about the speakers of the online webinars will be shared with all members in the nearest future. Member institutions are encouraged to further disseminate it with their staff and students. Furthermore, institutions can also nominate the speakers.

Item 5. Delegating members to EUMMAS entities by new member institutions

Prof. Dr. Nino Enukidze stated that new members are encouraged to sign up their delegates and staff to join Academic Consortium entities such as the Editorial Board, the Scientific Committee and ten existing Research Centers. Registration forms can be found on the website and will also be communicated to the new members separately.

Item 6. Other Business

Prof. Dr. Nino Enukidze mentioned that the EUMMAS conference could not take place this year because of the given circumstances in today's world. However, Skyline University College has offered to help organize and host the conference in the future. The details about this event will be communicated in a separate meeting.

Prof. Mohammad Rasheed Khalid confirmed the support of Skyline University College and stated that the conference would be open to all member institutions. Professor also shared an idea to make EUMMAS platform available for each other and start student exchange programmes and other joint initiatives. In addition, Prof. Mohammad Rasheed Khalid offered the members to create a Whatsapp group in order to facilitate the communication process between the delegates.

Prof. Dr. Nino Enukidze thanked the members for their time and once again asked them to choose the activities they would like to get involved in and communicate it to the office.

ANNOUNCEMENTS

There were no announcements.

Next Meeting

Date | Time, Location - to be announced

The meeting ended at 3:35 PM (CET)

PROF. DR. NINO ENUKIDZE
President of the Academic Consortium