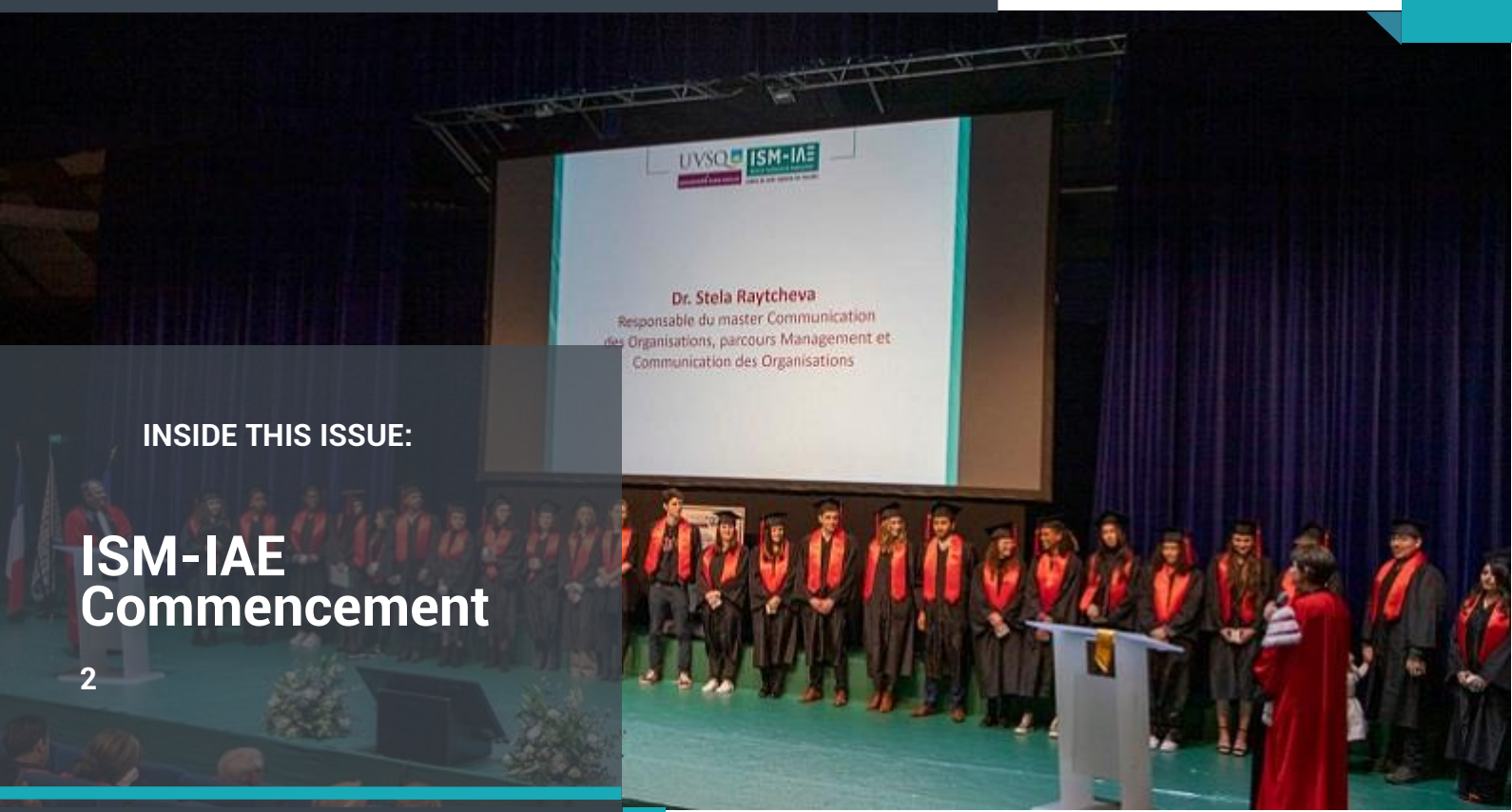


ACADEMICMAGAZINE



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EUMMAS Events

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

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EUMMAS Internationalization

New people, new strength! We are happy to announce that our team is getting larger. Proudly presenting a new Director of the International Affairs Unit.

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EUMMAS Member Institutions

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

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Editorial

This is the fourth issue of our magazine. As you know, we have created this exciting magazine as a means for all EUMMAS members to keep abreast of the latest developments taking place both within EUMMAS and among member institutions. The current issue features lots of interesting and success stories from our network institutions. We feature digital education topics, scholarships, etc. We will also introduce new exciting activities being conducted by our member institutions as well as new leadership team members.

Once more we wished to highlight EUMMAS A2S Dubai 2023 Conference and other events organized by our Academic Consortium. You are also going to learn about interesting research in blockchain technologies and digitalization. Students are the focus of our attention, so find out about some interesting opportunities for them. As always, 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

Summer Edition 2022

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 Autumn Edition 2022.

MediaTeam

From our Network

ISM-IAE Commencement

L'Institut Supérieur de Management (ISM) is a part of the University of Versailles Saint-Quentin-en-Yvelines, whose fundamental mission is to develop research, training, dissemination and enhancement of knowledge and know-how in the various fields of administration and management. It aims to promote "responsible and integrated management" To do this, it takes, within the framework of the university, the initiatives and provisions necessary to organize and develop university and institutional cooperation, at European and international level, in terms of research and training.

The university and its staff were happy to organize a commencement ceremony and celebrate one more great achievement of its students and professors. The graduate celebration of promotions 2020 & 2021 took place on Saturday, April 2, 2022 in the Pyramids complex in Port-Marly (78), in two sessions.

This event took place under the chairmanship of Professor Sylvie Retailleau, President of Université Paris-Saclay; Professor Alain Bui, President of University de Versailles Saint-Quentin-en-Yvelines; Mr Yves Fouchet, Chairman of the Board of ISM – IAE; and Professor Gilles Rouet, Director, accompanied by the faculty and administrative teams of ISM-IAE.

At this occasion, most graduate students wore the university ceremony. The ceremonies continued with festivities bringing together the institute's faculty and its partners, graduates and their friends and families.



From our Network

Rankings Just One Measure of Entrepreneurship

In the just-released Princeton Review/Entrepreneur Magazine's rankings of the world's top entrepreneurship programs, the John W. Altman Institute for Entrepreneurship at Miami University's Farmer School of Business has been ranked as one of the top 10 public undergraduate programs in the world.

This marks the 14th consecutive year that the program has earned that distinction, this year as seventh among public universities and 13th overall. Farmer School dean and Mitchell P. Rales Chair in Business Leadership, Jenny Darroch, noted, "While we are proud of this sustained accomplishment, it's what's behind those rankings that's the real success story. We measure success by the outcomes our students achieve and the number of alumni who remain actively engaged with us."

Founded less than 30 years ago, the program's graduates have amassed an impressive track record: Miami grads have founded nine unicorns ("Unicorn" is a term used in the venture capital industry to describe a privately held startup company with a value of over \$1 billion).

The program focuses on "learning by doing," applying a practice-based, immersive model of entrepreneurial learning that incorporates play, empathy, creation, experimentation and reflection. The program has a 100% placement rate for internships which allows students to solve real-world problems. The overwhelming majority of professors have real-world entrepreneurship experience. Combining that with a highly-engaged alumni base who mentor students, serve as competition judges and frequently speak to classes and student groups and students graduate beyond ready to successfully launch their careers.

The department ensures that its' students build relationships with potential funders by purposefully integrating curricular and co-curricular programs with entrepreneurial ecosystem builders across the U.S. in ways that provide students the ability to network with hundreds of angel investors, venture capitalists, accelerator directors, founders, social impact entrepreneurs and ecosystem builders.

This year alone,

Nearly 1 in 4 of all Miami undergraduates representing every major across campus took at least one entrepreneurship-themed course.

Almost 1,000 student-entrepreneurs from across campus participated in Entrepreneurship co-curricular programs.

581 student-founders created 124 actionable business models that led to 42 student-led startups launched.

More than 400 Miami Alumni and Entrepreneurial Ecosystem Professionals engaged with ESP programming.

2 Student-Led Venture Funds (RedHawk Ventures & Social Impact Fund) invested \$100,000 in 3 outside organizations.

Entrepreneurship graduates led the way for the Farmer School in starting salaries, earning more than \$72,000 annually on average.

Tim R. Holcomb, Chair, Department of Entrepreneurship and Director, John W. Altman Institute for Entrepreneurship, commented, "There is so much more to entrepreneurship than simply starting a business. Entrepreneurship is a unique skill, a mindset of sorts, and given the pace of change in our world, we need more graduates who possess creative skills and an entrepreneurial mindset to keep pace with those changes, adapt, and attack new challenges as they arise. At Miami, we don't just teach students about entrepreneurship. We teach them to do it. While we are pleased with the rankings recognition, we are most proud of the success of our students, whether they launch a high growth company or social enterprise or bring innovative thinking to major corporations in the U.S. and beyond."



<https://blog.eummas.net>



Students

Scholarship Competition | "Rethink Tourism"

Get the chance to win scholarships for the BBA Hospitality Management or the BBA in Tourism, Leisure and Events Management

World Tourism Day, is celebrated around the world every year on 27 September, a date set by the World Tourism Organization (WTO) in 1970. The main objective of this celebration day, is to highlight the economic, social, cultural, and political contribution of tourism to the bliss and prosperity of the international community. "RETHINK TOURISM" is this year's World Tourism Day theme and comes at a very critical time for the industry. As such, within the framework of the World Tourism Day and theme, the Department of Management at the University of Nicosia is hosting an essay competition entitled "Rethink Tourism" and invites graduating students to partake in this essay competition, with an opportunity to receive a scholarship award to study "Hospitality Management" or "Tourism, Leisure and Events Management" at the University of Nicosia. Participants are required to submit a 600-800 words essay.

Scholarship Awards:

- 1 Academic Scholarship (75%)*
- 2 Academic Scholarships (50%)*
- 3 Academic Scholarships (30%)*

* The scholarship covers tuition fees for the first Academic Year only and excludes books and other fees, such as application fees etc.

The evaluation of the essays will be carried out by a committee consisting of professors and members of the advisory committee of the Department of Management based on the following criteria:

- Originality
- Critical thinking
- Analysis
- Writing style
- Terms and Conditions:

Participants should hold a high school leaving certificate or equivalent and are interested in starting their studies in the Fall Semester 2022. The scholarships are available to full-time new undergraduate students and cover tuition fees only for the first academic year.

In case of securing two or more scholarships, for example an essay competition scholarship and a scholarship because of a high school graduation grade, the scholarship with the highest percentage applies. The subject matter must reflect the theme "Rethink Tourism" and the overall objectives of World Tourism Day.

The student's personal approach however to "Rethink Tourism" essay, is limited only to the imagination of the student. Participants are required to submit a 600-800 words essay. The essay must be original, i.e., the creation of the participating student. Each student has the right to submit only one essay. Awarded participants, in order to claim their scholarships, must meet the required admission criteria as determined by the University of Nicosia.

Applications should be submitted by email to Mr. Nicolas Antartis: antartis.n@unic.ac.cy (Email Subject: "Application for Scholarship for the BBA in Tourism, Leisure and Events Management or Hospitality Management").

The winners will be informed after the decision of the committee and will be notified via email. The names of the winners of the competition will be published in the University of Nicosia website and social media.

From our Network

A New Degree at the Industrial Campus of Ferrol: International Relations

The University of A Coruña will offer a new undergraduate degree in International Relations at the Industrial Campus of Ferrol in the 2022/23 academic year. This degree, offered jointly by the University of A Coruña and the University of Vigo, will deliver innovative content which will prepare students to work in various environments involving international cooperation, business, and diplomacy.

This interuniversity degree offered jointly by both the University of A Coruña and the University of Vigo provides the opportunity for specialization. During the first two years of the course, the same classes will be offered by both universities, teaching the fundamentals of the subject. In third and fourth year, students will specialize in the subject by choosing to study at either university. The Industrial Campus of Ferrol will offer specialization in International Cooperation for Development, including modules such as Applied Anthropology and Cultural Mediation, Politics and Humanitarian Diplomacy, and Cultural Heritage and International Conflicts, taught in the Faculty of Humanities and Documentation. The Ourense Campus offers specialization in Management of International Projects and Business, which offers classes such as, International Economics, Investigation of International Markets, and Planning, Control and Evaluation of Management. The degree will be taught equally in English and Spanish, and there is the opportunity to choose to learn either French or German as a

foreign language as part of the course, therefore making it a trilingual degree. Moreover, in the final year there is the possibility of carrying out work experience at one of the many companies with which we have already established an agreement. Through studying this degree, students will gain some of the most valued employability skills: foreign language abilities, IT knowledge, and relevant work experience.

Graduates of this degree will not only have the ability to work in NGOs or organizations with international cooperation strategies, but also within developing countries. Skills learnt through the degree give students the capabilities to work in corporate environments, be it in an SME that wants to develop its internationalization strategies, or in a multinational corporation. The course aims to provide students with a solid understanding of international politics, global economics, international law, and international relations, in order to be able to precisely analyse problems and challenges that modern society faces internationally and suggest appropriate changes in response.

The development of this course aligns with the Industrial Campus of Ferrol's Strategic Plan of 2021-2026, which aims to further specialize the campus and to modernize the courses offered by the university in order to cater to the demands of contemporary society.



EUMMAS Events

Upcoming Events

Going into higher gear

One of the main activities of the European Marketing and Management Association is the organization of various events. After two difficult years living under pressure of the global pandemic we are finally back and enjoy a number of quality events in the 2022. We are proud to present some of the events that will be held onsite this year.

- 21/02/2023 EUMMAS A2S Conference on Global Social and Technological Development and Sustainability, Dubai 2023, United Arab Emirates
- 17/11/2022 Conference: "Societal Interactions: Rethinking Modern Issues", SMK University of Applied Social Sciences, Vilnius

- 16 - 18 November 2022 TMS ALGARVE 2022: Sustainability Challenges in Tourism, Hospitality and Management, Algarve, Portugal
- 10/11/2022 "Be Inspired and Never Give up", EUMMAS Women's Forum
- 24 - 28 October 2022, International Teaching Week, Tbilisi, Georgia
- 27 - 28 October 2022 International Conference, Creativity and Innovation in Digital Economy, Ploesti, Romania Petroleum-Gas University of Ploiești
- 13/10/2022 Supply Chain Management for Efficient Consumer Response Conference, Valahia University of Targoviste, Romania
- 12/10/2022 Round Table: Business Ethics from Academic Discipline to Practice, EUMMAS Honorary Board, Advisory Board and Business Consortium
- 29/09/2022 Scientific Seminar and a Round Table Discussion, EUMMAS Research Centers
- 26 - 27 August 2022, VI International European Conference on Interdisciplinary Scientific Research, Romanian Academy, Bucharest, Romania

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

Research

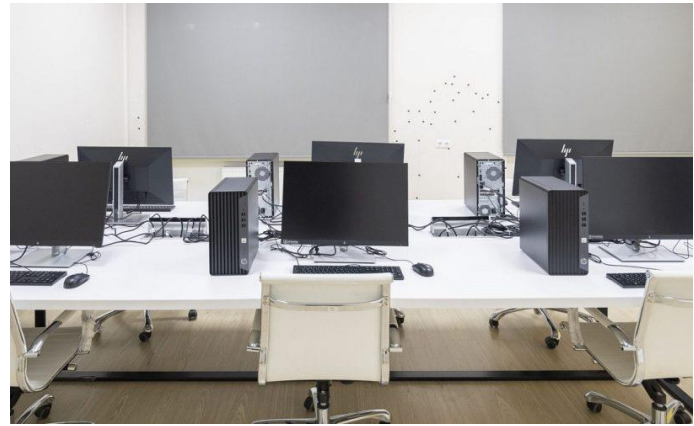
Digital Media in Education

Prof. Dr Maia Noniashvili and Prof. Ana Tetradze from the Business and Technology University of Georgia have analyzed formal and non-formal education from a digital point of view. The paper deals with the increased involvement of digital media in the educational process due to the Covid -19 Pandemic.

Prof. Dr Maia Noniashvili believes this can be understood in different ways – a process of finding information or displaying visible information using various information diagrams through technological and digital levers.

The article considers the factors of information retrieval and targeted use of digital media: ways and satisfaction of students receiving non-formal education; digital and social media platforms they choose to search for/share the information they need; how effectively and consciously they use them; effectiveness of online learning and student satisfaction with online education, and how Covid-19 pandemic contributed to the involvement of digital media in education.

The research was conducted in the Republic of Georgia. Students and representatives of universities were interviewed. The findings of the research concluded that the use of digital media in the educational process is important to a large part of respondents because they



believe the knowledge and experience offered by the universities are not enough to gain practical experience and that's why they often use digital media platforms.

The importance of the research topic stems from the recent changes when during the Covid-19 pandemic it became necessary to switch to distance learning, which completely changed the methods of using digital media in teaching. On the one hand, the rapid transformation of the educational environment using digital technologies has shown the practical importance of distance learning, but on the other hand, the introduction of distance learning is accompanied by challenges, including the scarcity of specific digital skills by implementers and problems with the computer and online resources.

By reading the results, you will have some idea about formal and non-formal education in Georgia, and the attitude of respondents (students and HEI representatives) about the positive and negative sides of each. The results also show the impact that the pandemic made on the educational process, how the universities coped with the adopted changes.

The paper can be found in the EUMMAS Library.

<https://eummas.net/library>



TMS ALGARVE 2022: Sustainability Challenges in Tourism, Hospitality and Management

The 7th TMS ALGARVE 2022: Sustainability Challenges in Tourism, Hospitality and Management will be held 16-18 November 2022 in the Algarve, Portugal. TMS conferences are among the leading Tourism/Management conferences in Europe.

This conference will focus on a wide variety of topics related to Sustainability in Tourism, Hospitality and Management, aiming at encouraging inter-disciplinary and comparative approaches and stimulating research and dissemination of scientific knowledge. It is also our aim to promote scholarly cooperation and collaborative work among researchers from different countries.

EUMMAS Conference

EUMMAS A2S Conference on Global Social and Technological Development and Sustainability, Dubai 2023

EUMMAS 2023 Conference theme is "Academia, Businesses and Policy Makers in Emerging New World".

EUMMAS A2S Conference on Global Social and Technological Development and Sustainability is organized by the EUMMAS Academic Consortium comprising of almost 27 universities and business schools from 22 countries. The event is going to be organized as an onsite event, including the online sessions as well.

We welcome....

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 and Government 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?

Young Researchers and Students

Young researchers and Students will be able to compete in two different categories: Young Researchers Competition, and Innovators & Entrepreneurs Pitch. It will be a great opportunity to create new networks and meet peers from around the Globe. The Host institution has provided valuable awards for winners.

Ladies

All ladies participating at any of the events will be welcome to take part in the **EUMMAS Women's Forum**. This will be one of the activities that our Forum does to empower ladies worldwide.



Main Host Institution Skyline University College



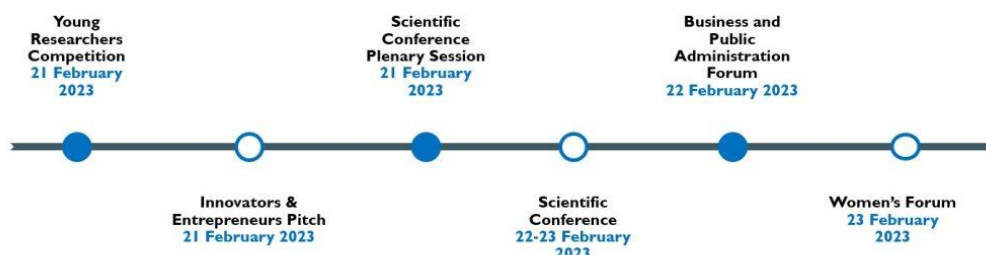
Skyline University College (SUC) was established in 1990 in Sharjah, under the patronage of H.H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi, a member of the UAE Supreme Council and the Ruler of Sharjah, who has always supported SUC in its pursuit to offer quality education.

SUC believes in responding innovatively and effectively to train human resources in the fields like Human Resources, Public Administration, Innovation and Entrepreneurship, Aviation, Hospitality, Travel & Tourism, Information Technology & Systems, Marketing, International Business, and Accounting through its undergraduate and graduate programs in business.

<https://www.skylineuniversity.ac.ae>

Conference official website

<https://conference.eummas.net/dubai2023>



From our Network

A New Post Graduate Program in Digital Marketing

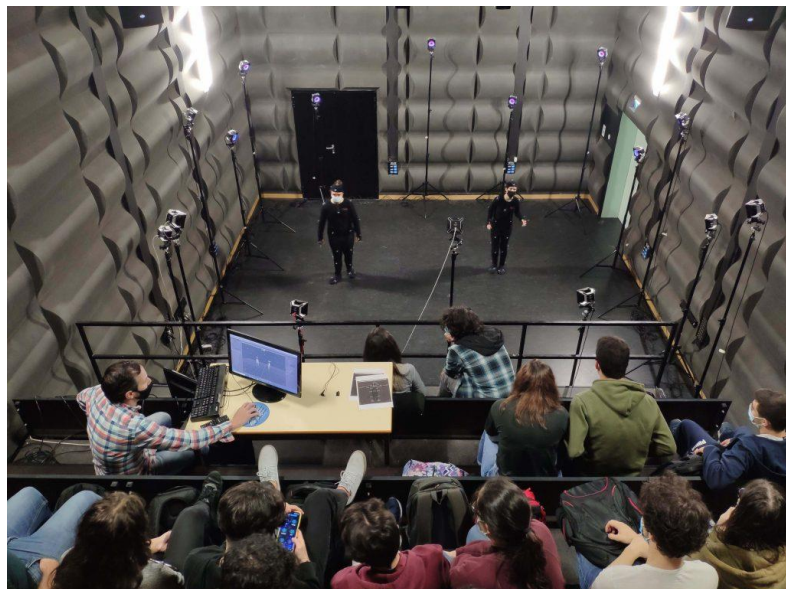
The Portuguese school of public management, communication and tourism of Mirandela of the polytechnic institute of Bragança promotes a new post graduate programme in digital marketing

It is already in the next academic year that the Portuguese School of Public Management, Communication, and Tourism of the Polytechnic Institute of Bragança (EsACT-IPB) will open a postgraduate program in Digital Marketing.

Training thinking about the current market, increasingly focused on digital platforms, in a region that has felt the need to qualify professionals, to promote and design a low-density territory for the country and the world as never before.

This postgraduate program is not only a response to the growing interest of students in complementing their higher education training acquired at EsACT-IPB, with a strong focus on Communication, in which the degree in Marketing, the higher professional technical course Marketing and Electronic Commerce Management and/or the Master's in Tourism Marketing. It is also a response to a growing market need.

In an increasingly demanding economy, challenged in recent years by a pandemic, the digital market has become the engine



of many businesses. The current reality focuses on information as the competitive and differentiating engine of organizations.

Therefore, a more challenging profile is required for the Marketing professional. In this context, the postgraduate program in Digital Marketing at EsACT-IPB offers solid training, which allows you to acquire a 360° view focused on the customer and the definition of local and global strategies, generating competitive advantages for organizations.

It is eminently practical training, focused on the current reality, with a strong technological component, and with a highly specialized faculty, where there is also a set of professionals who are outstanding in the market.

Classes are planned for the end of the week, to allow the opening of Graduate Studies to those who are currently working, with the advantage of offering the possibility of hybrid teaching to students who cannot travel to Mirandela.

Internationalization

Welcoming new members and dear friends

We are happy to announce that the President of the Association Prof. Dr. Mile Vasic appointed Prof. Dr. Gabriela Teodorescu as a new Director of the EUMMAS International Affairs Unit.

Prof. Dr. Gabriela Teodorescu is a Vice Rector of "Valahia" University of Targoviste, Romania, Full Professor & Head of Research Centre for Natural Resources, Department of

Environmental Engineering "Valahia" University of Targoviste, Romania. Professor Teodorescu coordinates several research programs at national and international level, and has been involved in EU projects evaluation and specific commissions. Her scientific experience is recognized in Europe, Latin America and Asia as a visiting professor, conferences speaker or research coordinator for international teams. '



Students

Internship opportunities

The EUMMAS Internship Programme offers students and recent graduates the opportunity to gain direct business experience. Internship opportunities are available worldwide and remote.

EUMMAS Internship program – learn with us

To be considered for an internship, you must:

- Be enrolled in an undergraduate, graduate or PhD programme or have graduated within the past two years.
- Be proficient in English.
- Have excellent academic performance as demonstrated by recent university/education records.
- Be at least 18 years old.

Successful candidates will be involved in one of the following areas:

- Marketing and Customer Relations
- Human Resources
- Strategic Management
- Managing Non-Profit Organizations
- Financial Management
- Hospitality and Tourism
- Public Policy
- Eurasian Logistics
- Renewable Energy

Students of Skyline University Nigeria have been selected amongst 30 institutions to proceed with the Central Bank of Nigeria (CBN) Tertiary Institutions Entrepreneurship Scheme (TIES). Having passed the first stage of the competition among other 145 institutions in the country, the students have been invited to proceed to the second stage of evaluation. The participation of students in the next stage of the TIES competition will help them learn new things and get familiar with new tools and methods. They will as well, explore their boundaries and expand their horizons while they have the chance to showcase their skills to the world.

The TIES is an initiative of the CBN aimed at addressing the rising youth unemployment and underemployment by creating a paradigm shift among undergraduates and graduates from the pursuit of white-collar jobs to a culture of job creation, economic growth, and sustainable development. Competitions are some of the University's platforms for providing a myriad of opportunities for students to demonstrate their talent, and provide a stepping-stone to achieving greater things in life. It also represents for the students an unconventional but effective way of securing grants, scholarships, and exposure to real-world issues, amongst others.

Congratulations to the students!

- Digital Marketing
- The combination of two or more is also possible.

Examples of what you will be doing:

- Participating in the preparation of studies and documents;
- Carrying out research and reviews of existing materials;
- Collecting, organising and analysing data;
- Contributing to the production of documents, working papers and publications resulting from the above activities, including drafting notes and preparing technical annexes;
- Participating in meetings and seminars;
- Conducting marketing (project management) activities and managing client relations;
- Liaising and building networks with businesses, academia, researchers, other international organisations and clients;
- Contributing to the organisation of events, communication, planning and evaluation.

Citizenship: Any

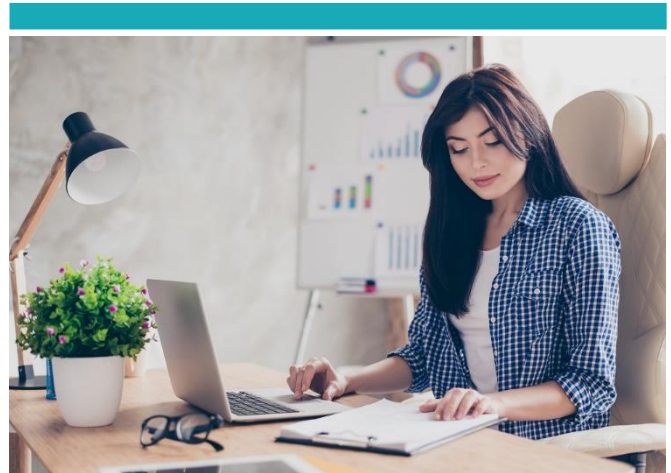
Deadline: 23/09/2022

Start Date: October 3

Type: Remote

Duration: minimum 3, maximum 6 months

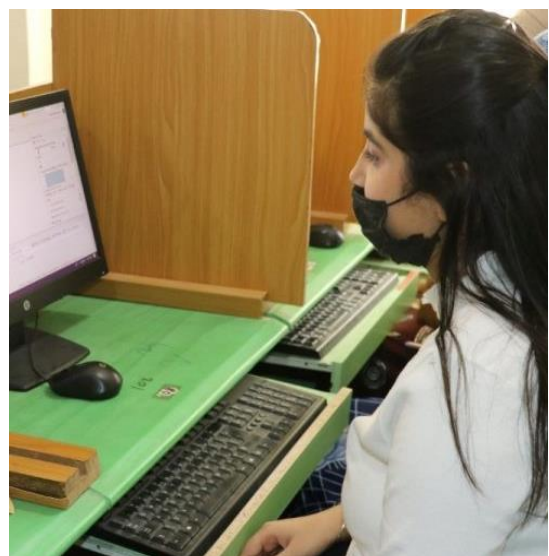
For more information, visit <https://eummas.net/internship>



EUMMAS Internship Program

Success Stories

SUN Students Move Forward



Academic Consortium



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

EUMMAS 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
- Oleg Balatskyi Academic and Research Institute of Finance, Economics and Management, 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
- Faculty of Business Studies of Mediterranean University, Montenegro
- University of Applied Social Sciences, Lithuania
- Institute of Sociological, Political and Juridical Research, Ss. Cyril and Methodius University, North Macedonia
- University for Business Engineering and Management, Bosnia and Herzegovina
- Petroleum-Gas University of Ploiești, Romania
- Yeditepe University, Turkey
- Polytechnic Institute of Braganca, Portugal
- LAREQUOI Management Research Center 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
- Farmer School of Business, Miami University, United States of America
- Rzeszow University of Technology, Poland
- Girne American University, Turkey
- Slobomir P University, Bosnia and Herzegovina
- University of A Coruña, Spain
- ASEM – Academy of Economic Studies Moldova
- National Institute for Economic Research 'Costin C. Kiritescu' (INCE), Romanian Academy
- Skyline University Nigeria (SUN)
- The University of Lynchburg, United States of America

Welcoming New Academic Consortium Member Institution: The University of Lynchburg College of Business

We are happy to announce that our Academic Consortium is richer for one more institution. On 15th of June 2022, our Association signed the Memorandum of Understanding with the University of Lynchburg's College of Business, from the United States of America. We thank Prof. Dr. Nancy Hubbard, Dean of the College and Member of the EUMMAS Honorary Board for joining our network.

The University of Lynchburg College of Business offers high-quality professional programs designed to prepare students to excel in a global, rapidly changing, uncertain environment. By integrating theory and practice throughout its educational programs, the College helps students develop effective and ethical management and decision-making skills, including the ability to integrate multi-disciplinary perspectives in pursuit of organizational goals. The College strives for excellence by providing a professional, character-building education built upon a liberal arts foundation.

Success in the business world today, and in the future, requires individuals to be leaders. Our faculty members help students develop leadership abilities through analysis of real-world case studies, team-based activities, and discussions of ethics, organizational culture, and other principles business leaders must understand.



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!

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