

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

EUMMAS ACADEMIC CONSORTIUM RESEARCH CENTERS DIRECTORS AND MEMBERS MEETING MINUTES 2022.09/08.01

Date: September 8, 2022

Time: 1:00 PM (CET)

Location: Virtual/Zoom

Moderator: Prof. Dr. Nino Enukidze

In Attendance

Prof. Dr. Nino Enukidze, President of the Academic Consortium

Prof. Dr. Mile Vasic, EUMMAS

Janka Tábořecká, Center for Marketing Research, Faculty of Economics, Matej Bel University

Anna Gogichadze, Center for Digital Marketing, Business and Technology University

Maia Melikidze, Center for Renewable Energy, Business and Technology University

Lena Theodoulides, Center for Strategic Management, Matej Bel University

Davit Gondauri, Eurasian Logistic Center, Business and Technology University

Miroslava Vinczeová, Center for Financial Management, Matej Bel University

Sonja Radenkovic, Center for Financial Management, Belgrade Banking Academy

Agenda

The main topic of the meeting was to discuss further details about the upcoming virtual scientific seminar and a round table discussion organised by EUMMAS at the end of September.

1. Clarification exact date of the seminar
2. Overview of the main seminar activities
3. Clarification questions about the scientific seminar and a round table discussion
4. Promotional and dissemination activities of the seminar

Summary

Welcome notes have been delivered from Prof. Nino Enukidze while mentioning the upcoming virtual scientific seminar and a round table discussion, and its importance. Furthermore, she suggested the end of September, specifically, the 29th of September as the date of the seminar,

she asked the call attendees to share their thoughts about the selected date, agenda and timeline and what could be the further steps in order to organise and arrange everything.

The members of the call agreed on a date for the scientific seminar and a round table discussion.

Moreover, was mentioned by Prof. Nino Enukidze that will be created newsletter or booklet to spread the information and showcase how the research is going. Additionally, was stated that everyone will be involved in the sessions, which can start in the morning where everyone would have their own topic and time to present their work. Prof. Nino Enukidze was stating the possibility that the event can be hosted in one day.

Attended members were sharing their readiness and willingness to participate in the seminar. Prof. Mile mentioned the idea that some thematics can be merged. Previously will be submitted the thematics of the papers and presenters. Also, Prof. Nino Enukidze asked the call attendees to share the prepared list with their partner stakeholders who can bring value to the scientific seminar.

At the end of the call, Prof. Nino Enukidze shared brief bullet points:

- The date of the seminar will be 29th of September
- Will be designed the final agenda and full list of presenters
- The online version of the digest will be prepared to spread around to position this research works in the scientific world

In the final note, upon request was decided to create a shared folder and file where researchers can already upload their published work, papers and publications. The following question was asked about the necessity to have an extended abstract, which was replied that the Book of Abstracts can be a good output for the seminar.

Prof. Nino Enukidze mentioned that after the exact number of research papers and presenters will be delivered the digest document.

Prof. Nino Enukidze asked the audience to send the papers that the researchers are planning to present. The directors of research centres will present the work, moreover, if the other ones from the centre wish to present they are also welcome.

Prof. Nino Enukidze wished good luck to the audience.

Date | Time, Location - 08.09.2022, Zoom Meeting

The meeting ended at 1:27 PM (CET)

PROF. DR. NINO ENUKIDZE

President of the Academic Consortium