

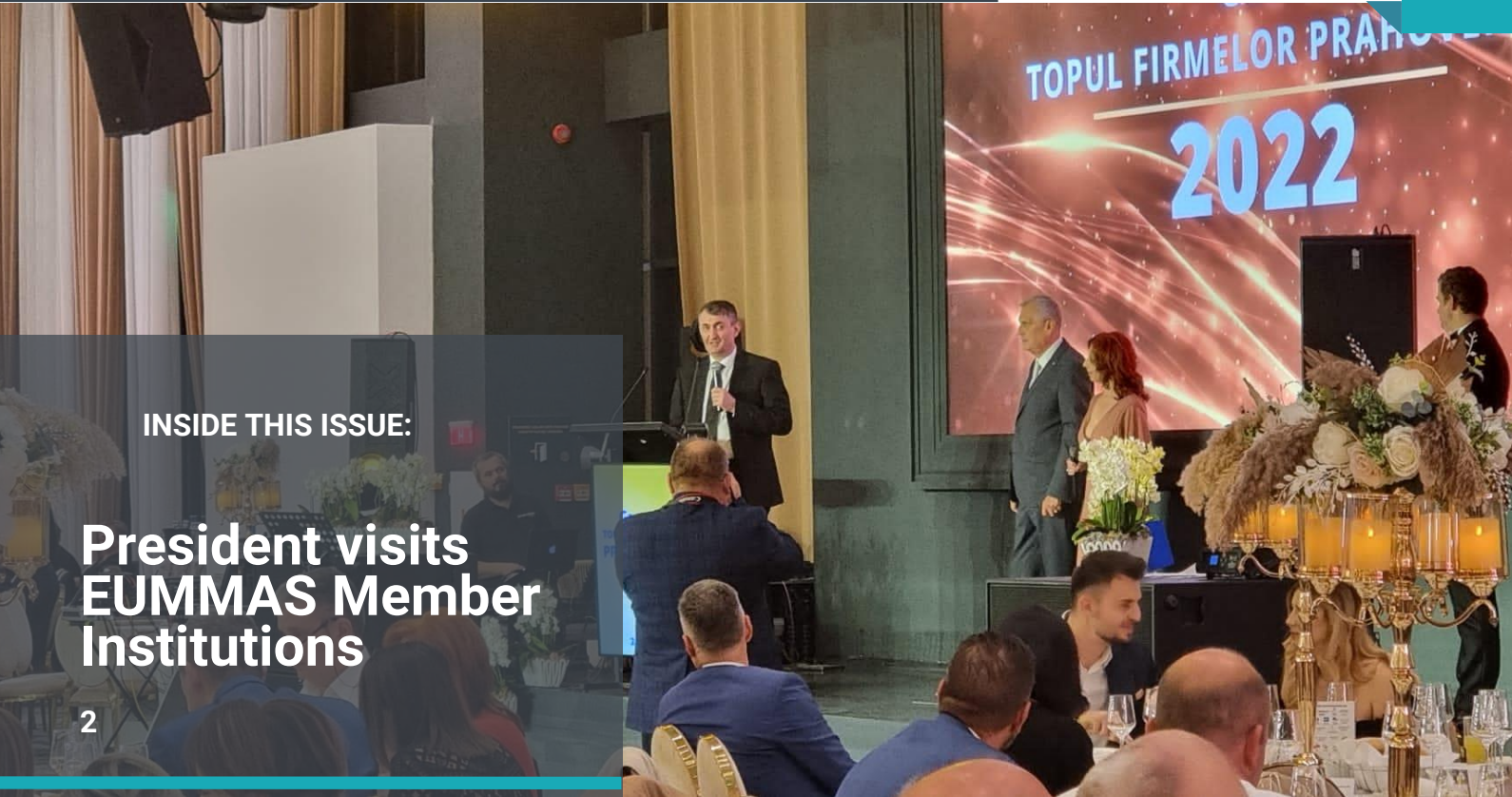


...connecting leaders

ACADEMICMAGAZINE

"Find a group of people who challenge and inspire you; spend a lot of time with them, and it will change your life."

— Amy Poehler



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Thinking about future!
The goal of the event was to look at the specifics and challenges that businesses and business schools face today.



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The CEO and Founder of WiBe Lisa Leander is a member of the EUMMAS Advisory Board and a Vice President of the EUMMAS Women's Forum.



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EUMMAS Member Institutions

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



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 a number of events organized by the EUMMAS bodies and departments. We also talk about successful people, projects, study programs, etc.

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

Autumn / Winter 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.

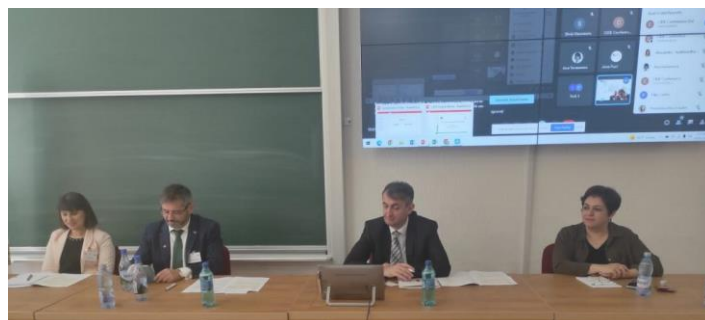
MediaTeam

From our Network

President visits EUMMAS Member Institutions

Prof. Dr. Mile Vasic, President of the European Marketing and Management Association (EUMMAS), visited two EUMMAS member institutions and attended several events in Romania.

The Petrol-Gas University of Ploiesti organized an international conference entitled "Creativity and Innovation in Digital Economy" on October 27/28, 2022, where Professor Vasic participated as a keynote speaker. Petroleum-Gas University of Ploiești (Universitatea Petrol-Gaze, UPG) is a public university in Ploiești, Romania. Founded in 1948 under the name of Institute of Petroleum and Gas, in response to the increasing industrialization in Romania and the lack of high level education in the petroleum and gas fields, it gained fast the status of university, hence changing its name to the actual one in 1993 and extending with new faculties and departments in the field of economic sciences and humanities.



On the occasion of the traditional presentation of awards to the top companies of the Prahova region (Topul Firmelor Prahovene 2022), the President of EUMMAS presented the Certificate of Appreciation to H.E. Aurelian Gogulescu, Honorary Vice-President of the European Marketing and Management Association President of the Chamber of Commerce Prahova and Vice President of the Romanian Chamber of Commerce, for general support and outstanding achievements in the promotion of the Association.



From our Network

Data Driven Digital Marketing Project

Another accomplishment for the EUMMAS Academic Consortium – prestigious Erasmus Mundus Design Measures (EMDM) Project was funded by European Commission.

Data Driven Digital Marketing project has been developed by Business and Technology University and other EUMMAS partners in line with the strategic priorities of the Digital Education Action Plan (2021-2027) in response to the Erasmus Mundus Design Measures (EMDM) program with an aim to begin procedures for launching a joint, innovative and ambitious international Master's program in Data Driven Digital Marketing (3D-M) attracting excellent students from all around the world.



Six Higher Education Institutions from EU and non-EU countries and one thematic well-established association have united to encourage the academic collaboration between well-established, experienced as well as relatively new institutions dedicated to the shared vision and a common goal to develop a joint program design for the top-notch marketing program which will respond to the needs of local and international markets through integrating ICT with Marketing.

PROJECT PARTNERS

Key/Awarding partners:

- Business and Technology University, Georgia (Coordinator)
- Paris-Saclay University, UVSQ, France
- Polytechnic Institute of Braganca, Portugal
- Cyprus University of Technology, Cyprus

Supporting partners:

- Ljubljana School of Business, Slovenia
- Union University Belgrade – Belgrade Banking Academy, Serbia

Supporting Association:

- European Marketing and Management Association (EUMMAS) – non-academic partner



**Co-funded by
the European Union**

General goals of the consortium with regards to the program:

1. Design high-level, innovative joint master's program with one single diploma awarded by four HEIs from different EU and non-EU countries;
2. Develop modernized and internationalized curricula and teaching practices in all participant universities through exchange of best practices and experiences;
3. Utilize consortium pool for integrating the best professors in the field and support exchange of ideas and experiences among them;
4. Create the possibility to study at least in three different countries; the goal here is to combine the expertise of consortium member countries and design the program that gives students with excellent academic background the opportunities to delve into different social, economic and cultural environments;
5. Develop common mechanisms related to quality assurance, accreditation and recognition of degrees and credits;
6. Develop industrial partnerships for on-hand trainings and internships in all six countries;
7. Improve relevance for the labour market through an increased involvement of employers in all six countries.



Interview

Interview with Mónika Galambosné Dr Tiszberger

We interviewed Mónika Galambosné Dr Tiszberger about her new role as the head of our accredited flagship BSc Business Administration and Management programme (at the Faculty of Business & Economics, University of Pécs)

Mónika Galambosné Dr Tiszberger became the Head of the BSc Business Administration and Management (BSc BAM) programme on the 1st of November 2022.

It has been a pretty busy semester since the School just past the European Foundation for Management Development (EFMD) reaccreditation Online Peer Review visit in the last couple of weeks. Hopefully, with great success.

That is why Mónika only took the lead now and not at the beginning of the semester. But she was deeply involved in the accreditation process, especially in part describing the School's pedagogy-related developments.

Would you please tell us more about this topic? Why was the development of our pedagogy essential?

Teaching methodology is a very important tool in the hand of the module leaders. We have to ease and support the learning process of the students. Today, many online tools are available. These can make the classes more interesting and more efficient. Also the assessment tools are becoming more and more teacher and student friendly, fostering the feedback and the communication. Our Faculty places great emphasis to keep up with the new needs of new generations and the continuous technology development.

Would you please tell us details about yourself, your previous responsibilities and your research areas?

I am working at the Faculty since 2010. This is not my first workplace. I had spent 5 years at the Hungarian Central Statistical Office in Budapest and half a year at Eurostat in Luxemburg. I was responsible for sampling and estimation methods. At the Faculty I teach statistics related courses. In the last five years I was the program manager of the International PhD Program in Regional Development.

My research areas are well-being and shadow economy measures. But I also participate in various project as a methodological expert.

Could you please tell us about the BSc BAM major in a nutshell? How practice-oriented is your programme?

This program offers a good knowledge and skill set, which is an international standard for business administration and management. This is guaranteed by our EFMD accreditation. But we offer even more.



Throughout the various topics of the elective modules students have the chance to customize their course structure. A wide range of extra curricular activities are also offered. In our Centre for Applied Learning students can meet real life problems, projects. We also bring the world of practise into the classrooms by guest speakers from the corporate world. The internship gives excellent opportunity to see how a real workplace looks like and what are the everyday roles of the different jobs. The Talent spot offers various workshops to strengthen the necessary skills of our students.

What are the most important benefits of studying BSc BAM apart from the degree?

On one hand the general advantage of the business studies is that it leads to the opportunity of really diverse range of potential scope of working activities. On the other hand, this program offers so much more. I think the most important and unique benefit is the international and intercultural characteristic of this program. A special, motivating atmosphere characterize the classes. About 50 percent of each cohort is formulated by international students from all over the world. The other half are Hungarian students. So even without leaving the classroom, students experience different cultures, different „English”, and diverse mindsets. In itself it gives an exceptional opportunity to build up and strengthen their communication, group work and social skills. I am sure that these cannot be developed in our Hungarian programmes in the same way. Beside this intercultural experience in Pécs, students can travel abroad to shorter- or longer-term visits, studies. Erasmus scholarship program nominate many European destinations. Currently we have two double degree programs. One with ESDES Business School (in Lyon) and the other with KEDGE Business School (in Bordeaux).

Who would you recommend this programme?

I would recommend this programme to those, who have solid language skills in English and are interested in business topics, students who are ready to study in an intercultural environment, and would like to have a multi-faceted knowledge, which brings diverse opportunities in the future.

A2S Youth Forum Event

Global Education for Multipolar World – Sensitivity Test for the 21st Century

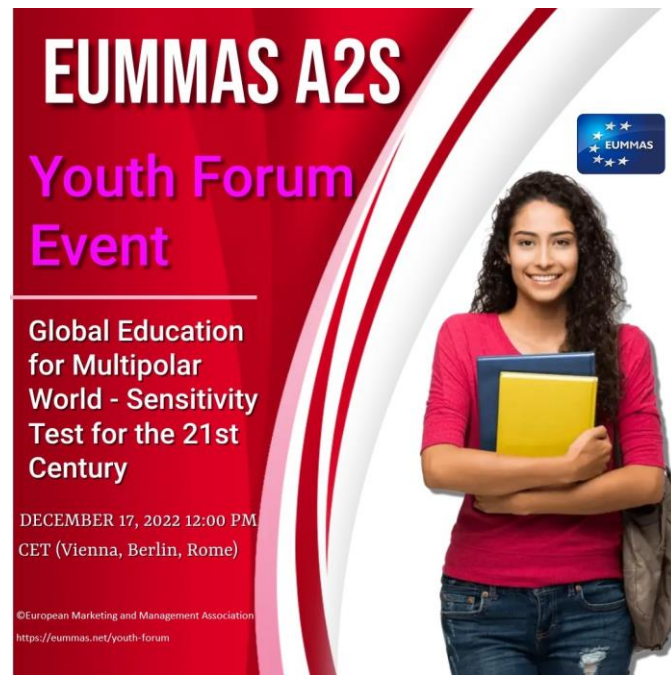
On December 17, 2022 the EUMMAS Youth Forum organized an A2S Event "Global Education for Multipolar World – Sensitivity Test for the 21st Century"

This event was moderated by members of the Presidency, students Zexin Ye, University of East Anglia, United Kingdom, Sergej Vasic MCI, Austria. Lin Si, Bocconi University, Italy, Minkyu Jo, Seoul National University, Republic of Korea, and Alice Löffler, MCI, Austria.

More than 20 students from Albania, Austria, Bosnia, Bulgaria, China, Georgia, Italy, Korea, Nigeria, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, South Africa, Ukraine, and the United Kingdom participated at the event.

The goal of the event was to look at the specifics and challenges that businesses face today, as well as the way in which higher education institutions follow contemporary trends and prepare their students for those challenges. In that regard, the distinguished professors were invited to help students learn and find out new things that could help them in their further studies and work: Professor Yioula Melanthiou, Associate Professor in the Department of Public Communication at the Cyprus University of Technology, Prof. Dr. Lenka Theodoulides from the Matej Bel University in Slovakia, Prof. Dr. Kakul Agha, an Associate Professor at Skyline University College, United Arab Emirates, and Prof. Dr. Marina Latukha, Associate Professor at the Graduate School of Management, St. Petersburg and Leonard de Vinci Pole University, Ecole de Management, Paris.

A number of different topics were tackled and talked about such as:



Digitalization and how it affects lives, international business and changes it faces, cultural differences that we are more and more aware of, migrations in all its forms, work-life balance and so on.

The full video is available here



SCIENTIFIC SEMINAR & ROUND TABLE DISCUSSION DIGITAL TRANSFORMATION

TOPICS:

- MARKETING RESEARCH
- HR
- STRATEGIC MANAGEMENT
- MANAGING NON-PROFIT ORGANIZATIONS
- FINANCIAL MANAGEMENT
- HOSPITALITY AND TOURISM
- PUBLIC POLICY
- EURASIAN LOGISTICS
- RENEWABLE ENERGY
- DIGITAL MARKETING

A2S Event - Scientific Seminar and a Round Table Discussion

Online A2S Scientific Seminar and a Round Table discussion, is organized by EUMMAS Academic Consortium around the topics covering areas and it's Digital Transformation per each EUMMAS Scientific Research center:

The Scientific Seminar and a Round Table discussion will be held online, on the 29th of September. It is free of charge and all researchers from all institutions are welcome to present their research/paper (published or unpublished). We encourage MA and PhD students to take part as well.

This event will focus on a wide variety of topics related to Sustainability in Tourism, Hospitality and Management, aiming at encouraging interdisciplinary 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



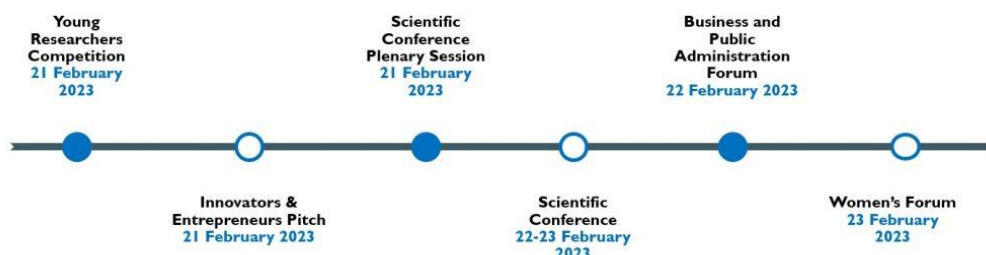
Skyline University College (SUC) was established in 1990 in Sharjah, under the patronage of H.H. Sheikh Dr. Sultan Bin Mohammed Al Qassimi, a member of the UAE Supreme Council and the Ruler of Sharjah, who has always supported SUC in its pursuit to offer quality education.

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>



Interview

Interview with CEO and Founder Lisa Leander

Women in BizEd (WiBe) is a global network that champions women's leadership in business academic. The CEO and Founder of WiBe Lisa Leander is a member of the EUMMAS Advisory Board and a Vice President of the EUMMAS Women's Forum.

What is Women in BizEd? Women in BizEd or WiBE – is a global network that champions women's leadership in business academia. WiBE Membership is a collaborative space for senior women administrators and academics looking to engage and connect with their peers. I invite you to come check out this amazing network of ambitious and successful women. WiBE uses community and professional development – like our workshops, global convenings, and huddles – to propel women in business academia into leadership. Today we bring together over 200 members from 15 different countries around the world.

Why did you start WiBE?

After working in business education for ten years, I had built an extensive network of connections around the world. From launching a business school in Karachi, Pakistan to running an experiential learning summit in Cambodia to developing new case studies in South Africa, I met so many exceptional women in business schools. I dreamed about bringing together all of the women leaders and administrators I had met along the way into a connected, engaged and active network.

I came up with the vision of Women in BizEd a long time ago. However, the idea lived in a draft email that I never sent. It felt



like a huge endeavor, one I wasn't quite ready to tackle. I was busy raising two kids and juggling a successful career, traveling the world. Life was busy, and I didn't know where to start.

When Covid-19 shut down schools and dramatically changed life as we knew it, I realized I couldn't wait any longer to go after what I wanted. I opened my draft folder, searched for an email that was over five years old, and sent WiBE out into the world. Covid-19 reminded women everywhere that we can't wait to pursue our dreams. Because when we finally find the courage to do so, it may be too late. And in the height of the pandemic, there was no greater time to bring women together to connect with each other.

What's next for WiBE?

WiBEFuture is next! WiBEFuture will be our second annual conference and we cannot wait to bring together senior women leaders June 4 – 5 of 2023. WiBEFuture will take place in the heart of Silicon Valley and will focus on technology and forward-thinking as we immerse ourselves in The Tech Interactive, the most innovative museum in the world. We will convene women business school deans, associate deans, and faculty to explore and discover the latest in technological advances and innovations in business education.

I invite you to learn more, visit <https://wibenetwork.com>



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
- 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

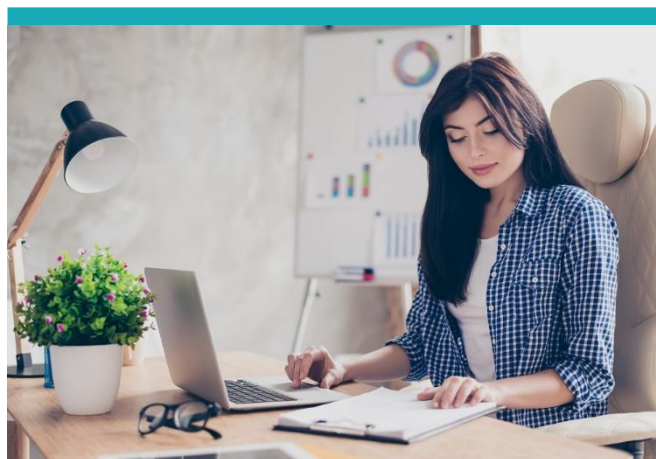
Deadline: 20/12/2022

Start Date: March 3, 2023

Type: Remote

Duration: minimum 3, maximum 6 months

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



EUMMAS Internship Program

A2S Women's Forum Event

Be Inspired and Never Give up

Motivational stories inspire you never to give up. Not everyone may know your account, but remember you have influenced people in your life, even if you are unaware of it. Your journey and lessons have allowed you to build relationships with other people. You've learned to connect, empathize, and grow each step of the way.

Our future meeting concerns motivation, inspiration and the realization that we can achieve even more with persistence and dedication. Find out more at

<https://blog.eummas.net/be-inspired-and-never-give-up>

Academic Consortium



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

EUMMAS Member Institution

Growing steadily...

The EUMMAS Academic Consortium is steadily growing day by day. With 30 institutions from 23 countries, our Consortium is one of the largest of this kind. Proudly presenting:

1. *Business and Technology University, Georgia*
2. *Paris-Saclay University, UVSQ, France*
3. *Oleg Balatskyi Academic and Research Institute of Finance, Economics and Management, Sumy State University, Ukraine*
4. *B2 Ljubljana School of Business, Slovenia*
5. *University of Eastern Finland Business School, Finland*
6. *Valahia University of Targoviste, Romania*
7. *Vilnius University Business School, Lithuania*
8. *Belgrade Banking Academy, Serbia*
9. *Faculty of Business Studies of Mediterranean University, Montenegro*
10. *University of Applied Social Sciences, Lithuania*
11. *Institute of Sociological, Political and Juridical Research, Ss. Cyril and Methodius University, North Macedonia*
12. *University for Business Engineering and Management, Bosnia and Herzegovina*
13. *Petroleum-Gas University of Ploiești, Romania*
14. *Yeditepe University, Turkey*
15. *Polytechnic Institute of Braganca, Portugal*
16. *Skyline University College, United Arab Emirates*
17. *Sofia University St. Kliment Ohridski, Bulgaria*
18. *University of Nicosia, Cyprus*
19. *Goce Delcev University, North Macedonia*
20. *Farmer School of Business, Miami University, United States of America*
21. *Rzeszow University of Technology, Poland*
22. *Girne American University, Turkey*
23. *Slobomir P University, Bosnia and Herzegovina*
24. *University of A Coruña, Spain*
25. *ASEM – Academy of Economic Studies Moldova*
26. *National Institute for Economic Research 'Costin C. Kiritescu' (INCE), Romanian Academy*
27. *Skyline University Nigeria (SUN)*
28. *The University of Lynchburg, United States of America*
29. *Beder University College, Albania*
30. *Pharos University in Alexandria, Egypt*

Welcoming New Academic Consortium Member Institution: Beder University College, Albania, and Pharos University in Alexandria, Egypt

We are happy to announce that our Academic Consortium is richer for two more institutions. Our Association signed the Memorandum of Understanding with the Beder University College, Albania, and the Pharos University in Alexandria, Egypt.

Beder University College offers programs of study in the first and second cycle. It has two Faculties - the Faculty of Humanities and the Faculty of Philology and Education - and six Departments - Law, Communications Sciences, and Islamic Studies and Education Sciences, English Language and Literature, offering in total seven bachelor level and fourteen master level programs, as well as a professional masters doctoral program.

Pharos University is the first Egyptian private university in Alexandria. The university's certificates are all accredited by the Supreme Council of Egyptian Universities and the Ministry of Higher Education. At Pharos University there are 12 Faculties with 49 Departments, teaching 11,582 Undergraduate and 162 Postgraduate Student. Many student and faculty staff member exchange programs are organized between PUA and other universities in order to achieve further development.



Pharos University in Alexandria



Beder University College

From our Network

First Student and Alumni Conference at Ljubljana School of Business

At the Ljubljana School of Business, we strive to provide relevant, current information for our students delivered by skilled and experienced lecturers. However, we also recognize the power and importance of peer-to-peer learning.

That is why we are happy to announce the first Student and Alumni conference at the LSB has been successfully carried out. That was an excellent opportunity to host an event at our school, meet face-to-face, and set aside some time for socializing in person.



The conference was dedicated to current issues of after-corona changes in business, IT and communications and was organized solely by our students. They presented their final thesis and research papers from the fields of business informatics and marketing communications.

The conference also hosted a round table with reputable guests (Dr Alenka Braček Lalič, Helena Miš Šmalc, Saso Palcic, Grega Merela and our student Žiga Novak, hosted by our postgraduate student Tina Kramar) which sparked a very lively debate regarding digitalization.

Delighted by a positive response dr Katarina Aškerc Zadavec, dr Lidija Weis, and Špela Pregl are already planning new similar events.

<https://www.vspv.si>

From our Network

Societal Interactions: Rethinking Modern Issues

SMK University of Applied Social Sciences (the member of EUMMAS Academic Consortium) is organizing a scientific hybrid conference "Societal interactions: rethinking modern issues", which will be held on the 17th of November, 2022 in Lithuania. This conference is organized together with EUMMAS and Kazimieras Simonavičius University (Lithuania).

Modern issues of global development have been intensified under the impact of global pandemics. The "new normal" requires rethinking forces of power, stakeholders, and approaches to modern issues. The scientific community, businesses, governments, and society at large need to establish interactions anew.

SMK University of Applied Social Sciences organizes this scientific conference to gather the academic communities of Lithuania and foreign countries, representatives of science and business to solve the problems of societal interactions and rethink modern issues.

AIM OF THE CONFERENCE is to share scientific advances, novelty, and research findings on topics within the following work themes:

- Creative economy
- Wealth, health, and wellness trends
- Transition to a green economy
- Communication in the digital age
- Educational innovations for human development

The registration is open. The registration deadline - 7th of October, 2022. The articles will be published in the peer-reviewed scientific journal "Current Issues of Business and Law", which is indexed in EBSCO publishing database.



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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