

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

HONORARY BOARD MEETING MINUTES

2023.06/7.01

Date: June 7, 2023

Time: 6:00 PM (CET)

Location: Virtual/zoom

Moderator: Prof. Dr. Marija Topuzovska Latkovikj

In Attendance

Prof. Dr. Pande Lazarovski, Prof. Dr. Mile Vasic, Prof. Dr. Marija Topuzovska Latkovikj, Prof. Dr. Mohammad In'airat, Prof. Dr. Sonja Radenkovic, Prof. Dr. Mircea Duică, Prof. Dr. Yioula Melanthiou, Prof. Dr. Osman Khan, Prof. Dr. Andreas Altmann, Prof. Dr. Jana Turčínková, Prof. Dr. Eleni Hadjiconstantinou, Prof. Dr. Mari Kooskora, Prof. Dr. Sónia P. Nogueira, Prof. Dr. Firdaus Abdulah, Prof. Dr. Dejan Eric, Prof. Dr. Lidija Weis, Prof. Dr. Birutė Miškinienė, Prof. Dr. Janka Táborecká, Prof. Dr. Maria Frostling, Prof. Dr. Alexandra Rodrigues Gonçalves, Prof. Dr. Michael-Jörg Oesterle, Prof. Dr. Ákos Jarjabka, Prof. Dr. Tetyana Vasilyeva, Prof. Dr. Marina Latukha, Prof. Dr. Melika Husic-Mehmedovic, and guests from the Advisory Board, staff and leadership team.

Approval of Minutes

N/A

AGENDA

1. Welcome and introduction of new Honorary Board members
2. Information on the Conference organized in Dubai
3. Announcement and discussion of the upcoming Conference in 2024
4. EUMMAS activities
5. Round table
6. Closing remarks

MEETING SUMMARY

Item 1: Welcome and introduction of new Honorary Board members, 18:00 -18:11

Opening remarks, welcoming, and introduction of the new Honorary Board members by Prof. Dr. Pande Lazarevski, President of HB. Also, he has pointed out that this is the last meeting with him as a president of the HB as in December it is the end of his mandate.

18:11 – 18:15

Reading a brief background of each new HB member by Prof. Dr. Marija Topuzovska Latkovikj, Secretary of HB. Professor Layarevski explained that members of the Honorary Board who are interested to participate in new Presidency of the Board are welcome to send email to the HB office honorary.board@eummas.net and express their interest. One of the new members of the Presidency will be appointed as a new President of the Honorary Board by the President of the Association.

New HB members:

Prof. Dr. Andreas Altmann, Rector, MCI | The Entrepreneurial School, AUSTRIA

Andreas Altmann is an Austrian economist and a founding managing director, professor, and rector at the Management Center Innsbruck (MCI). Altmann studied business administration and economics at Johannes Kepler University in Linz and Leopold Franzens University in Innsbruck. He began his academic career in 1989 at the Institute for Public Finance at the University of Innsbruck, from where he moved to the Institute for Corporate Management at the University of Innsbruck in 1993. Andreas Altmann was appointed founding managing director of the management association Management Zentrum Tirol in 1994 and appointed founding managing director of the Management Center Innsbruck in 1997. In 2012 he was appointed rector of the MCI and in 2013 honorary professor at the University of Innsbruck. Andreas Altmann is the recipient of the science prize of the state capital Innsbruck, and a member and official in several university councils, advisory boards, supervisory boards, and academic associations. In 2013 he was awarded the Austrian Cross of Honor for Science and Art of the Republic of Austria.

Prof. Dr. Firdaus Abdullah, Dean, Faculty of Business and Management, UiTM, MALAYSIA

Professor Dr. Firdaus Abdullah is the Dean of the Faculty of Business Management, Universiti Teknologi MARA (UiTM). He obtained his DBA from the University of South Australia, MBA and Postgraduate Diploma from Bournemouth University, United Kingdom, Diplôme des Etudes Techniques Supérieures as well as Diplôme en Gestion des Entreprises from Université de Poitiers, France. In his combined 27 years of experience in both the private and public sectors including 22 years serving UiTM as an academic specializing in service quality, customer satisfaction & loyalty, entrepreneurship, strategic planning, socio-economic impact, and Islamic business, he has served clients from public listed companies, government ministries, agencies to GLCs. Professor Firdaus has completed 30 consultancy and research projects with a value of close to RM10 million, authored 8 books, written more than 100 refereed journal articles and conference proceedings, delivered eight keynote speeches, and presented at international conferences in ten different countries while holding key leadership positions.

Prof. Dr. Sónia P. Nogueira, Dean, School of Public Management, Communication and Tourism, Polytechnic Institute of Bragança, PORTUGAL

Sónia Nogueira is a Professor of the School of Public Management, Communication, and Tourism (EsACT) at the Polytechnic Institute of Bragança (IPB) since 2000. She becomes an Assistant Professor in 2013 at the same school. Currently, Sónia is lecturing Public Sector Accounting and Public Audit and Management, both at undergraduate and postgraduate levels. Her research interests are focused on Public Sector Accounting and Management, with an emphasis on the Local Government area. Professor Sónia Nogueira was awarded her first degree in Audit and Management Control (School of Technology and Management, Polytechnic Institute of Bragança) in 1999, MSc in Management and Accounting (Economics and Business School, University of Minho, Portugal) in 2006, sufficiency researcher in

Accounting and Business Organization (Business and Economic Sciences School, Autonomous University of Madrid, Spain) in 2010 and Ph.D. in Economics and Business – Local Government Accounting (Business and Economic Sciences School, Autonomous University of Madrid, Spain) in 2012. Professor Sónia Nogueira is the author of national and international communications on Public Sector Accounting, specifically on local government accounting, such as the communication presented at the European Group for Public Administration (EGPA) Conference in 2016, Comparative International Governmental Accounting Research (CIGAR) Conference in 2016, others. She also is a co-author of the book "Balanced Scorecard Applied to Public Administration" (2007, Lisbon, Portugal: Publisher Team). Professor Sónia Nogueira received the award "Luiz Chaves de Almeida" in 2010 and 2013.

Prof. Dr. Marija Topuzovska Latkovikj, Professor, Honorary Board Secretary, Institute for Sociological, Political and Juridical Research, University "Ss. Cyril and Methodius" Skopje, NORTH MACEDONIA

Prof. Dr. Marija Topuzovska Latkovikj is a full-time professor in Human Resource Management and Research Methodology in Business and Management at the Institute of Sociological, Political, and Juridical Research, University "Ss. Cyril and Methodius" Skopje. Since 2019 and currently is a Head of the Department for Organizational Sciences and Coordinator of the HRM postgraduate studies. She actively participates in teaching activities in postgraduate studies in Human Resource Management and doctoral studies in Organizational Sciences and Management, and Sociology of Organization. She is an author/co-author of over 50 scientific papers in renowned international scientific journals, as well as monographs published in the country or abroad. As a lead researcher or member of the research team, she has participated in many projects implemented through ERASMUS+, UNESCO participation program, Horizon 2020, and IPA, as well as in collaboration with Friedrich Ebert Foundation, British Council, Westminster Foundation for Democracy, GIZ, Foundation for Management and Industrial Research. Her research interests are mainly focused on studies regarding youth and women in the country. As a member of a working group and consultant, she has participated in the creation of the National Strategy for Networking, Cooperation, and Reducing Brain Drain of Highly Educated and Skilled Personnel (2013-2020) and the National Youth Strategy (2015-2026). Has obtained a Certificate for "Supporting the Creative Economy: a Program for policymakers", from British Council and Cultural Associates Oxford.

18:15-18:17

The president of EUMMAS, Prof. Dr. Mile Vasic has expressed his gratitude for the dedication of Prof. Dr. Lazarevski as a president of the HB and he also welcomed the new HB members.

Item 2. Information on Conference organized in Dubai, 18:18- 18:27

Detailed information of the Conference on Global Social and Technological Development and Sustainability organized in Dubai, United Arab Emirates, February 2023 was given by Prof. Dr. Mile Vasic, President of EUMMAS. The conference was generally evaluated as well prepared and organized, as the first face-to-face EUMMAS event held after the pandemic. There were 13 delegates from EUMMAS, 14 keynote speakers, and over 100 participants from around the globe. There was a section for scientific conferences, young researcher competitions, innovators and entrepreneurs pitches, a business and public administration forum, and a women's forum. The effort of the host institutions was highly appreciated. Prof. Dr. Mohammad In'airat was invited to share his thoughts as one of the hosts of the conference. He confirmed that the Conference feedback/evaluation showed that 89,5% of the participants were satisfied. The proceedings are already published and communicated to all participants

Item 3. Announcement and discussion of the upcoming Conference in 2024, 18:27-18:35

Prof. Dr. Mile Vasic, President of EUMMAS was invited to share information regarding the upcoming Conference in 2024. He explained that there will be probably two conferences in 2024. The host institutions of the first conference which will be organized in Bucharest, Romania are the Romanian National Academy of Sciences, Chamber of Commerce Prahova, University of Targoviste, RebResNet Association, and Gas-Petrol University. An online meeting was conducted recently where the dates, venue, theme, and planning process were discussed. The event will last for three days; the concept will be similar to the last conference, with an additional case study section for students, and Youth Forum pannel discussion. It is expected to be less expensive because of the travel distances. The topic will be proposed

by the host institutions. The main sources of funding will be sponsorships, conference fees, national ministries, and ERASMUS+. There is a possibility for a second conference in 2024 which would probably be held in Malaysia in September, but it is still a subject of discussion and negotiation.

Item 4. EUMMAS activities, 18:35-18:40

Prof. Dr. Sonja Radenkovic was invited to share updates about the ongoing 3D-M project. The data-Driven Digital Marketing project has been developed by Business and Technology University and its 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 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 (EU and non-EU countries). EUMMAS is listed as a supporting association to this project.

18:40-18:45

Prof. Dr. Mile Vasic explained that there are four new members of the Academic Consortium since our last meeting. Prof. Dr. Khan Osman acknowledged the work of the women's forum and research centers. He extended an invitation to HB members, encouraging them to actively participate in these initiatives.

18:40-18:45

As a new member, Prof. Dr. Firdaus Abdulah expressed his appreciation for the EUMMAS initiative and its commitment to fostering collaboration with Asian countries. He highlighted the potential for valuable insights and partnerships that can emerge from this cross-cultural engagement, and he expressed his enthusiasm for contributing to the collective goals of EUMMAS.

Item 5. Round table, 18:45-18:50

As a Secretary of the HB (High Board), Prof. Dr. Marija Topuzovska Latkovikj announced an exciting opportunity for HB members to submit applications to host the upcoming round table. Additionally, she encouraged potential hosts to freely propose topics for discussion at the next HB meeting. Prof. Dr. Latkovikj highlighted the previous round table, which was organized by her Institute for Sociological, Political, and Juridical Research, and focused on the theme of "*Business Ethics and Policy Making*". Prof. Mile Vasic noted that it is disseminated through the EUMMAS website and YouTube Channel and also he added that the new presidency of the HB will be elected at the next HB meeting.

Item 6. Closing remarks, 18:50-19:00

Prof. Dr. Marija Topuzovska Latkovikj asked if someone has to add something before the wrap-up of the session. Several participants have shared information about possibilities for participating in events and opportunities for publishing organized by their institutions. The collected calls/links will be additionally communicated to all the HB members.

19:00-19:02

Prof. Dr. Marija Topuzovska Latkovikj closed the meeting.

Next Meeting

Date | Time, Location – In December 2023, online, exact date to be announced