

# EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

2024.01.17.04

## Honorary Board & Advisory Board Meeting A2S Event: Round Table 'Digitalization in Business Processes and HRM'

**Date:** January 17, 2024

**Time:** 5:30 PM (CET)

**Location:** virtual/zoom

### **Moderators:**

Prof. Dr. Dr. Marija Topuzovska Latkovikj (HB/AB EUMMAS Meeting)

Prof. Dr. Dr. Janka Tábořecká (A2S Event: Round Table 'Digitalization in Business Processes and HRM')

### **In Attendance**

Prof. Dr. Mile Vasic, Prof. Dr. Pande Lazarovski, Prof. Dr. Marija Topuzovska Latkovikj, Prof. Dr. Sonja Radenkovic, Prof. Dr. Yioula Melanthiou, Prof. Dr. Jenny Daroch, Prof. Dr. Nino Enukidze, Prof. Dr. Gille Rouet, Prof. Dr. Janka Tábořecká, Prof. Dr. Lubos Elexa, Prof. Dr. Jozef Durian and other EUMMAS members and guests.

### **Approval of Minutes**

N/A

### **AGENDA**

1. Welcome Address
2. Introduction of New Board Members
3. Appointment of the New Honorary Board Presidency
4. A2S Event: Round Table – "Digitalization in Business Processes and HRM"
5. Closing remarks

### **MEETING SUMMARY**

#### **5:30 -5:38**

Prof. Dr. Marija Topuzovska Latkovikj, Secretary of the Honorary Board, welcomed the respected members of EUMMAS to the Annual Meeting. She extended sincere wishes for success, good health, and happiness in the New Year to all attendees. Prof. Dr. Pande Lazarevski, President of the Honorary Board and Prof. Dr. Mile Vasic, President of EUMMAS were invited to open and address the gathering. Appreciation was expressed to the professors for their opening remarks.

#### **5:39 -5:45**

Prof. Dr. Marija Topuzovska Latkovikj introduced the new board members, Prof. Dr. Jenny Darroch, member of the Honorary Board, and Prof. Dr. Maria Presentin, member of the Advisory Board, to the attendees. Their experience and accomplishments were acknowledged as valuable additions to EUMMAS. Their brief backgrounds of both new members were shared with the participants:

*Prof. Dr. Jenny Darroch is a new member of the Honorary Board*

*Prof. Dr. Jenny Darroch is the dean of the Farmer School of Business at Miami University in Oxford, Ohio, USA. Prior to joining Farmer School, Jenny Darroch held the position of dean at the Peter F. Drucker and Masatoshi Graduate*

*School of Management at Claremont Graduate University, California, for 4 years. Jenny successfully launched the Drucker School Global Family Business Institute and accomplished three years of enrollment growth.*

**Prof. Dr. Maria Pressentin is a new member of the Advisory Board**

*Prof. Dr. Maria Pressentin is a Behavioral Scientist specialized in organizational development and transformation, a Professor at the University of Reading, Malaysia. A multi-award-winning researcher and leadership-consulting professional. Her latest Best Seller publication "Key Factors and Used Cases of Servant Leadership Driving Organizational Performance", IGI Global, is a comprehensive volume on Servant Leadership's effectiveness.*

#### **5:46 -5:56**

Prof. Dr. Marija Topuzovska Latkovikj explained that according to the EUMAS Code of Conduct, nominations were made for a new president and vice-presidents of the Honorary Board. The newly elected presidency was announced as follows:

#### **President of the Honorary Board:**

Prof. Dr. Yioula Melanthiou

#### **Vice-Presidents of the Honorary Board:**

- Prof. Dr. Dr. Gille Rouet
- Prof. Dr. Nino Enukidze
- Prof. Dr. Andrei Jean Vasile
- Prof. Dr. Janka Tábořecká
- Prof. Dr. Lidija Weis
- Prof. Dr. Dejan Erich
- Prof. Dr. Osman Khan
- Prof. Dr. Jenny Daroch
- Prof. Dr. Firdaus Abdullah
- Prof. Dr. Sónia Nogueira
- Prof. Dr. Saara Julkunen

Congratulations were extended to the newly elected officials with the belief that their leadership qualities and dedication will drive EUMMAS to new heights.

Prof. Dr. Yioula Melanthiou, Prof Gille Rouet and Prof. Dr. Nino Enukidze expressed their gratitude for the nomination/election and have confirmed their future dedication to EUMMAS.

#### **5:57 -6:00**

Prof. Dr. Marija Topuzovska Latkovikj announced that a round table discussion on "Digitalization in Business Processes and HRM", hosted by the Faculty of Economics at Matej Bel University in Banska Bystrica, Slovakia" will follow-up in the second part of the meeting, which will precede the upcoming Conference scheduled for May in Bucharest, Romania. The moderator, Prof. Dr. Janka Tábořecká, and the key speakers, Prof. Dr. Lubos Elexa and Prof. Dr. Jozef Durian, were introduced. Marija Topuzovska Latkovikj extended her wishes to Prof. Dr. Janka Tábořecká for a productive session, and the floor was then opened for the discussion.

It was noted that this session will be recorded and streamed online via EUMMAS' YouTube channel.

#### **6:01 -7:10**

The round table commenced, initiating a captivating and inspiring discussion among the moderator, key speakers, and other participants, exploring insightful perspectives on "Digitalization in Business Processes and HRM."

#### **7:10-7:12**

Prof. Dr. Janka Tábořecká closed the meeting.

#### **Next Meeting**

Date | Time, Location - to be announced