

# EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

No. 2025.02/25.09

## HONORARY and ADVISORY BOARD MEETING MINUTES EUMMAS PhD Consortium Initiative

**Date:** February 24, 2025 **Time:** 6:00 PM (CET)

**Location:** virtual/zoom

**Moderator:** Prof. Dr. Yioula Melanthiou, President of the Honorary Board

### In Attendance

1. Yioula Melanthiou, Faculty of Communication and Media Studies, Cyprus University of Technology, Cyprus
2. Frank Bezzina – University of Malta
3. Tetyana Pimonenko – Sumy State University
4. Saule Maciukaite-Zviniene – Vilnius University Business School, Lithuania
5. Sónia Nogueira – Bragança Polytechnic University, Portugal
6. Luisa Lopes – University of Porto, Portugal / IP Bragança, Marketing Graduation Program Director, Portugal
7. Marija Latkovikj, Petar Atanasov and Eleonora Serafimovska – Institute for Sociological, Political and Juridical Research, Skopje, North Macedonia
8. Maria Frostling – Stockholm Business School, Stockholm University, Sweden
9. Elif Erisen and Tuba Şavlı – Yeditepe University, İstanbul, Turkey
10. Janka Taborecka – Matej Bel University, Banska Bystrica, Slovakia
11. Sonja D. Radenkovic – Belgrade Banking Academy - Faculty of Banking, Insurance and Finance, Serbia
12. Markus Kittler – MCI, Austria
13. Terin Adali, Assoc. Feyza Bhatti and Celal Sakka – Girne American University, Istanbul Office, Turkey
14. Marina Latukha – Pole University Leonard de Vinci, Ecole de Management, France
15. Mile Vasic – SRH University Berlin, Germany
16. Chivu Luminita and Jean Andrei – National Institute for Economic Research, Doctoral School for Economic Sciences, Romanian Academy, Bucharest, Romania
17. Ass. Roscovan Nina – Academy of Economic Studies of Moldova
18. Azlul Kalilah Zaghlol and Aida Azlina – Universiti Teknologi MARA, Malaysia

### AGENDA

1. Welcome speech
2. Round table discussion for the PhD Consortium among Partner Universities 2026
  - Discussion on Consortium Framework
  - Opportunities for Student and Faculty Involvement
  - Logistical Considerations
  - Financial and Administrative Framework
  - Setting Timelines and Deliverables
3. Open Forum
4. Closing Remarks and Next Steps

## MEETING SUMMARY

18:00 -18:05

The Round Table Discussion was opened by Yioula, the President of the Honorary Board. She invited Mile Vasic, the president of EUMMAS for a welcoming message.

18:05 – 18:09

Yioula proposed the idea of starting a PhD consortium among partner universities to grow their network and give back to the community. The consortium would bring together PhD students from various universities, providing them with a multicultural experience and access to a wealth of expertise.

18:09-18:10

Frank welcomed the initiative and encouraged everyone to share their thoughts.

18:10- 18:11

Feyza shared that they are already organizing PhD consortium in May.

18:12-18:14

Yioula explained that the consortium would be multidisciplinary, with each network member potentially hosting it in their country. Yioula suggested starting with a two-day event and adjusting based on attendance and feedback. Participants agreed to proceed with the idea.

18:14-18:18

Yioula asked for volunteers for hosting the first consortium. She said that there are no volunteers she would be happy to be a host. Saule from Vilnius University Business School accepted the invitation to host the first consortium. The team discussed the possibility of hosting a Ph.D. consortium in Cyprus, with Jean suggesting a partnership with a university for an ERASMUS grant. However, they agreed that the timeline was tight, with the application deadline being the end of February. They decided to plan for the next year's event, with the possibility of a pilot this year.

18:19-18:21

Frank raised concerns about the costs of renting facilities, but Yioula clarified that the basic costs would be covered by the registration fee (around 150-200 euros) and that some universities might have free facilities available. The team also discussed the potential for raising sponsorships to offer a decent lunch or dinner.

18:21-18:24

Yioula led a discussion about the timing and organization of a forthcoming event. The group agreed that the event should be held annually – always in the same period, ideally in September or October, but cautioned against scheduling it at the start of the academic semester.

18:25-18:27

Janka from the Faculty of Economics at the University of Banska Bistrica shared that they already organize a similar event, but it's traditionally held in April and they are unsure if they can change the date.

18:28-18:30

Yioula suggested that universities already hosting PhD consortiums could potentially join forces with others (EUMMAS partners). She highlighted the benefits of such a consortium, including networking opportunities for academics and the potential for hosting workshops and seminars.

18:30-18:32

Yioula has clarified that these activities would involve short seminars and workshops for PhD students to present their work and receive feedback, without getting any ECTS.

18:32-18:34

Maria was suggesting that the activities could be part of the PhD candidates' final program.

18:34-18:35

Yioula suggested a rotation model for hosting these events and the need to explore funding options beyond the Erasmus Charter.

18:35-18:38

Sonja suggested that EU funds could be used for this initiative, specifically through the KA1 activity related to mobility and other European programs. It was decided that Andre, Lumina, and Sonja would work together to explore these funding options.

18:38-18:40

Feyza suggested considering country-specific funding programs, while Maria mentioned that Stockholm University offers funding for workshops and conferences.

18:41-18:43

Luminita raised a question about the administrative regulation of the consortium (in case of ERASMUS application), which Jean and Andre agreed to investigate.

18:43-18:45

Celal suggested exploring bilateral agreements with funding organizations and regional scholarships.

18:45-18:47

Celal suggested creating an exchange program for PhD students to study in different countries. The team agreed to focus on exchange programs as a first step.

18:48-18:50

The participants agreed on the need for different tracks for various fields, such as marketing, management, and finance, and the importance of securing sponsors to cover expenses.

18:51-18:53

The possibility of securing special issues in journals was also discussed as a motivator for participants. All participants were invited to share this kind of links.

18:54-18:55

The team also considered the number of participants expected/planned (which could be identified through online survey).

18:56-18:58

Petar valued the work of EUMMAS and stressed that the consortium activities should be volunteering and not obligatory for the EUMMAS members and also that online presence at these events should be considered as possible.

18:59-19:04

Yioula proposed the formation of a committee to work on various issues and suggested that more brains working together would reduce the workload for everyone. Sonia, Feyza, Luminita, Osman and Marina

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19:05-19:07

Azlul and Aida from Malaysia expressed interest in the idea, noting that it would be a new initiative for their university. He also mentioned that they have around 600 PhD students and that they would welcome the opportunity for them to participate in the consortium.

19:07-19:09

Yioula suggested the possibility of a PhD consortium for the Malaysian students and discussed the need for funding for travel and conferences. Azlul and Aida confirmed that they do not currently have any PhD consortia running at their university.

19:10-19:14

Yioula expressed gratitude for the meeting and mentioned that she would look forward to making the discussed plans happen.

### **Next steps**

- Yioula to contact Saule from Vilnius University Business School to discuss who will be hosting the first PhD consortium.
- Organizing committee (Yioula, Sonia, Feyza, Luminita, Osman, Marina) to develop a detailed plan for the PhD consortium.
- Andre, Sonia, and Luminita to research and report on potential Erasmus funding opportunities for the consortium.
- Marija to share Sonia's contact information with Andre for collaboration on funding research.
- Organizing committee to create and distribute a survey to EUMMAS members to gauge potential PhD student participation numbers.
- Jean to explore securing special issues in journals for PhD consortium participants.
- Azlul to provide information on funding available for Malaysian PhD students to attend the consortium.
- EUMMAS members to consider and propose potential funding sources for the consortium.
- Organizing committee to determine the format, structure, and tracks for the PhD consortium.
- EUMMAS to prepare for the next Erasmus funding application cycle in October.

The meeting finished at 19.14

**Next meeting:** TBA