



From the EMAC Fellows: two new Fellows appointed

The EMAC Fellows had its annual meeting during the EMAC Conference in Nantes. In the presence of the EMAC President, George Avlonitis, we discussed several new initiatives within EMAC, such as the new EMAC journal (Journal of Marketing Behavior-JMB), the McKinsey Marketing Dissertation Award, the EMAC Regional Conferences (first one in Budapest, June 24-25 2010), the Heads of Marketing Forum, and a new award, the Distinguished Marketing Scholar Award. The EMAC Fellows very pleased with all these new activities and also paid attention to a couple of other issues, including a few changes in the EMAC Fellows Constitution.

In the meeting two new EMAC Fellows were welcomed, Sönke Albers and József Berács. I want to congratulate Sönke and József with their appointment to EMAC Fellow. I have asked both of them to send me some information about themselves which I used as input for the brief stories below.

Sönke Albers

Sönke Albers is a pioneer of academic marketing in Germany. He started his university career in the seventies, and over the years he was affiliated with universities/business schools in Hamburg, Koblenz, Lüneburg, and Kiel where he is now Professor of Innovation, New media, and Marketing.. He made his imprint on the German marketing scene especially by producing a large number of PhD's and he is the "Doktorvater" (PhD supervisor) of seven scholars who are now full professors of marketing in different universities of Germany. As a result, the Sönke Albers marketing network now covers most of Germany. He was also honored with a Honorable Doctorate from the Johann Wolfgang Goethe- University of Frankfurt. Sönke also plays a role in the broader area of German Business Schools, as President of the Association of German Business School Professors and as editor-in-chief of their journal. Sönke had the vision that Germany's academic marketing should adopt a more international perspective. He stimulated his students to be active on the international academic marketing scene, for example by participating in conferences such as EMAC and Marketing Science, and that's why in EMAC we know so many of his academic children and grandchildren. Sönke's efforts have definitely contributed to the fact that in terms of members, Germany is now the largest national group in the EMAC membership.

Sönke also has an impressive track record in terms of academic journal articles and books, both in German and in English.

Here his main fields of interest are sales management and innovation.

In EMAC, Sönke Albers is Treasurer since several years and in this role of Vice-Presidents he plays an important role in the formation of the overall EMAC policy. During his tenure as treasurer, EMAC has been doing financially very well.

What you perhaps do not know about Sönke Albers, is that he was a professional chess player before he became an academic, that he collects books on the history of companies, and that he likes colorful ties. Rumor has it that Sönke is a member of a secret society that has something to do with ties.

József Berács

With József Berács we have another scholar who played a pioneering role in the development of academic marketing in his country, Hungary in this case. József's academic career is strongly linked to the Corvinus University of Budapest, where he received his first degree and where he is now Professor of Marketing. In the meantime, this university went through two name changes; during the communist period it was called Karl Marx University, and thereafter it became Budapest University of Economic Science. These names changes also exemplify the radical transition that Hungary went through. It must not have been easy to establish the field of marketing in post-communist Hungary. As chairman of the marketing department of Corvinus University, the number one business school in Hungary, József played a major role in this.

József is also a very productive researcher, with over 200 publications in Hungarian, English, Russian, Polish, and German. Who else of us can show such a multi-linguistic publication track record? József received all three doctoral degrees that you can obtain in Hungary, including the prestigious degree of Doctor of Sciences of the Hungarian Academy of Sciences.

According to József himself, internationalization is the key word that accompanied his life. From 1990 to 2007 he ran the International Studies Centre (ISC) at his university that brought over 5000 foreign students to Budapest in exchange programs. It was clear to József

that also for marketing an international outlook is essential. His first EMAC conference was in 1987, and he has been active in EMAC ever since. In 1996 he organized the EMAC conference in Budapest. He was also instrumental in creating interest for EMAC in other countries in Central-Eastern Europe and together with Andras Bauer he will organize the first EMAC Regional Conference in Budapest in June 2010. József not only benefited from EMAC, but also gave back to EMAC by being the EMAC President from 2006 to 2008. During his Presidency the number of EMAC members reached 1000, and there were record figures for the conferences and doctoral colloquia.

Also about József there are things that you probably did not know. For example, that he is a Marathon runner (fastest run: 4:01:36) and that he will participate in

“Ironman Hungary” next year (3.8 km swimming; 180 km biking; 42 195 m running). József has not run out of energy yet.

Sönke and József are both of the generation that built modern marketing as a solid academic field in the universities of Europe. Their careers show how EMAC was instrumental for the development of marketing in their countries and also for connecting their national marketing scenes to the international community of marketing scholars. We are proud to welcome Sönke and József as new EMAC Fellows and we hope to benefit from their wisdom.

Berend WIERENGA
Dean of EMAC Fellows

Long Term Loyal Members

A decade at EMAC - Time to celebrate our members who have 10 consecutive years at EMAC

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BAUER Andras
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BELLO Daniel
BERACS Jozsef
BIGNE Enrique
BIJMOLT Tammo
BLOEMER Josee
BRANCH John
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BURMANN Christoph
CADOGAN John
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COSTABILE Michele
DALL'OLMO RILEY Francesca
DALLI Daniele
DARMON Rene
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