

About EMAC Fellows*

At an EMAC Conference you might bump into a bunch of grey-haired dignitaries, looking solemn and absorbed in serious conversation. Chances are that you are seeing a group of EMAC Fellows, discussing the state of marketing in general and of EMAC in particular. Becoming an EMAC Fellow is a great honor. It is the recognition of scholarly leadership in the field of marketing. At the same time, the appointment as EMAC Fellow is a recognition of significant contributions to our association, the European Marketing Academy. The criteria for being a fellow are as follows:

- Have achieved a high level of scholarship and be a recognized leader in the field of marketing;
- Have made significant and enduring contributions to EMAC (for example as President; Vice-president; National Coordinator; editor of IJRM or JMB; organizer of EMAC Annual or Regional Conferences; organizer of the EMAC Doctoral Colloquium, Research Camp; or a conjunction of these);
- Be an active member of EMAC for the past five years.

The role of the EMAC Fellows is to provide an intellectual resource for EMAC to draw on, especially for the EMAC Executive Committee, and to enhance the standing of EMAC within the academic discipline as well as with government bodies and other relevant associations. EMAC Fellows constitute a sounding board for the Executive Committee especially for long term, strategic issues. In the past years, EMAC Fellows have been discussing and giving advice to the EMAC President on a number of issues, including membership matters, the role of national representatives, the structure of the conferences, the attractiveness of EMAC for its members, the EMAC doctoral colloquium, the issue of a second journal of EMAC (JMB) etc.

EMAC Fellows have their (annual) meeting during EMAC Conference, but they can also be involved in the meantime and organize a number of activities consistent with their purpose like setting up ad hoc task forces to give advice on any matters that are relevant for EMAC in realizing its goals as a high quality academic organization. EMAC Fellows have the advantage of distance from day-to-day decision making in EMAC and can use their experience for critical reflection.

The position of EMAC Fellows has been created about fifteen years ago. To that time, the idea was to form an institution to attract former leading members to continue their contribution to EMAC and to build a kind of long term memory of the EMAC policy. The initiative was taken by Susan Douglas, one of the Founders of EMAC and the first Dean of EMAC Fellows. Berend Wierenga, Gilles Laurent and Suzanne C. Beckmann succeeded Susan as Deans of Fellows. The number of active fellows is limited to 20. A fellow will automatically become an Honorary Fellow at retirement or when reaching the age of 70 years, what-ever comes first. Honorary Fellows are



invited for the annual meeting of fellows as nonvoting participants.

During our last meeting, our group decided to become more visible to the EMAC community. There will be a special event at the upcoming annual conference in Groningen. We will organize a discussion on Pressing Issues in our discipline and will invite all conference delegates who are interested. Please, make suggestions for topics that you like to see discussed to Udo Wagner. We are further open to any inquiry for advice on issues relevant to marketing in general and to EMAC in particular; interested readers please feel free to contact us. We invite and encourage EMAC members to actively engage for our association and thus to qualify for joining us as future EMAC Fellow. We hope that the EMAC Fellows will be a continuing source of inspiration and assistance for the EMAC community in the years to come. Below, you find the list of current EMAC Fellows and Honorary Fellows.

Udo Wagner
former EMAC President
Currently Dean EMAC Fellows

Lutz Hildebrandt
former EMAC President

Berend Wierenga
former EMAC President
former Dean EMAC Fellows

(*) Some parts of this essay have been taken from the following references:
Laurent G. (2013), News from EMAC Fellows, EMAC Chronicle, 13, p. 23
Laurent G., Beckmann S. C. (2013), News from EMAC Fellows, EMAC Chronicle, 14, p. 6
Wierenga B. (2007), EMAC Fellows, EMAC Chronicle, 1, p. 21
Wierenga B. (2009), Message from the Dean of EMAC Fellows, EMAC Chronicle, 5, p. 9
Wierenga B. (2009), News from EMAC Fellows, EMAC Chronicle, 6, p. 27-28

Current EMAC Fellows	Current EMAC Honorary Fellows
András Bauer	Sönke Albers
József Berács	George Avlonitis
Rod Brodie	Michael Baker
Marnik Dekimpe	Suzanne Beckmann
Adamantios Diamantopoulos	Keith Blois
Klaus Grunert	Hubert Gatignon
Hans Kasper	Lutz Hildebrandt
Gary L. Lilien	Graham Hooley
Roland Rust	Hans Mühlbacher
Gabriele Troilo	Gilles Laurent
Jan-Benedict Steenkamp	Peter Leeflang
Gerrit Van Bruggen	Lars-Gunnar Mattsson
Udo Wagner	Kristian Möller
Luk Warlop	John Saunders
	Piet Vanden Abeele
	Berend Wierenga
	Veronica Wong