**BRITISH ACADEMY OF MANAGEMENT - MARKETING & RETAIL SPECIAL INTEREST GROUP**

**AGM**

**18th November 2021 7pm**

**Online meeting due to Covid restrictions**

**Chair: Keith Glanfield**

**Attendees (Committee Members):** Sarah Mitchell, Carley Foster, Adam Poole, Michael Benson, Tony Kent.

**Attendees (SIG Members):** Sahar Bakr, Rebecca Beech, Alison Lawson, Tao Chang plus Eliza Robey (BAM)

**Apologies:** None received

1. **Welcome & Introduction (slides 1-5)**

Dr Glanfield welcomed members to the AGM and talked through his presentation (see attached) and explained the agenda. Minutes of the last AGM (2020) were approved as accurate.

1. **Election of SIG Committee Representatives (slide 6)**

Two annual appointments were discussed – Research Capacity and Communications. For each post an individual was proposed and seconded by someone attending the meeting. The following people were approved:

Research Capacity – Professor Tony Kent

Communications – Dr Sarah-Louise Mitchell

Sahar Bakr and Rebecca Beech were identified as individuals who are interested in taking responsibility for Doctoral Student & ECR matters. The Chair agreed to speak to these individuals separately about the role.

1. **Conferences – 2021 and 2022 (slides 7-10)**

Professor Kent provided an overview of the papers received by the SIG and the online conference held in September 2021. Professor Kent explained that there had been some issues with the online system in terms of managing submissions. Overall submissions were lower than the previous year and this perhaps reflects the fact that the impact of the pandemic is still being felt. The SIG PDW was regarded as a success. Several suggestions were discussed and put forward in relation to improving the quantity and quality of papers for next time. These included involving more senior researchers (e.g. BAM fellows) and actively engaging with current/previous institutions who have hosted the conference. Themes for next year’s conference were also discussed in relation to the call for papers from the SIG, including, sustainability, not-for-profit and Covid.

1. **Financial report (slides 11-12)**

Dr Benson provided an overview of the SIG’s finances. The SIG began with £3k and ended with £3k (capped). No events had been held in 2021 by the SIG (apart from the BAM main conference) because of Covid restrictions. The SIG has £3k in the account to spend on appropriate activity during 2022. Members were invited to put forward suggestions as to how this could be spent (see point)

1. **Membership (slide 13)**

Dr Glanfield presented an overview of the SIG membership. He noted that the SIG has a diverse membership representing multiple international institutions and nationalities. There is also a spread of Russell Group and Post 92 UK universities represented. Membership numbers have been relatively consistent year-on-year.

1. **SIG Events 2020-21 (slide 14)**

Due to Covid restrictions, Dr Glanfield explained that the SIG’s activity had been limited. However, he reported that in addition to the PDW and LinkedIn activity, the SIG had successfully negotiated a Special Issue with IJRDM. This Special Issue will showcase retail papers presented at the 2021 conference and will be guest edited by Professor Foster, Dr Glanfield and Professor Kent. Final acceptance of these papers will be in summer 2022. It is hoped that this Special Issue will become a regular feature.

1. **Future SIG Activity (slide 15-18)**

Dr Glanfield explained that the SIG and BAM more generally had a number of USPs which we could use to attract members and paper submissions. The mission of the SIG was also reiterated. Members were encouraged to share ideas on what activities the SIG could be involved in during 2021-22. A number of events were proposed. Rebecca Beech and Sahar Bakr discussed events which may be of interest to doctoral students and ECRs, such as a mentorship scheme, specialist events and workshops which feed into the main conference. A methodology workshop was also proposed by Dr Alison Lawson to be held at the University of Derby in conjunction with the Methodology SIG. Dr Mitchell proposed an event to be held at Oxford Brookes. Dr Benson also highlighted how the Global Branding Conference was being held at SHU and there may be opportunities to link into this, in addition to other events held at SHU which could be made available to SIG members. A marketing as practice event was proposed by Dr Glanfield. Attendees also discussed the SIG’s LinkedIn page in terms of issues with engagement. Alternatives were discussed (e.g. Twitter) and members were encouraged to comment on posts and link the SIG’s page to their own personal accounts.

1. **AOB & Call for papers (slides 19-20)**

There was no other business. Dr Glanfield reminded attendees of the call for papers for the 2022 conference.

C. Foster, 19/11/21