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## **EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION (EUMMAS)**

Although professional associations in marketing and business management have long played a role in connecting academia and industry across Europe, the European Marketing and Management Association (EUMMAS) was established in 2007 as a dedicated platform designed to advance education, research, and collaboration in the fields of marketing and management. From its earliest conception, EUMMAS was driven by a clear vision: to serve as a bridge between knowledge and practice, between universities and businesses, and between professionals aspiring to shape the future of markets and management in an increasingly interconnected world.



In its formative years, EUMMAS set out to build a global network of academics, researchers, business professionals, policymakers, and students united by shared interests in marketing and management theory and practice. Unlike traditional academic societies confined to specific regions or disciplines, the Association embraced a multidisciplinary and cross-sectoral approach, creating forums, consortia, and research centres that cut across diverse areas such as strategic management, human resources, digital marketing, finance, public policy, and small and medium-sized enterprise development.

Central to EUMMAS's mission has been the concept of “connecting leaders” — not only by facilitating networks among professionals and organisations but by empowering individuals through structured training programs, professional certifications, workshops, and events, including seminars, round-tables, business forums, and international conferences. These initiatives are designed to enhance personal and organisational performance, stimulate innovation, and foster lifelong learning across the global marketing and management community.

Over the years, EUMMAS expanded its activities and impact through the creation of specialised forums and consortia, each with distinct roles:

- » The Academic Consortium brings together universities and business schools worldwide to bolster research collaboration and academic exchange.
- » The Business Consortium unites chambers of commerce, professional associations, and business entities to promote entrepreneurship and international cooperation.
- » The Youth Forum and the Women’s Forum provide platforms aimed at empowering the next generation of leaders and fostering gender equality in professional and academic settings.
- » The Global Development Forum addresses broader systemic challenges and sustainable development goals in the global context.

EUMMAS also places strong emphasis on professional certification and lifelong career development. Through an extensive portfolio of certification programs and training opportunities, the Association enables professionals to validate and enhance their expertise in areas ranging from marketing strategy and digital marketing to strategic management and human resources — helping them remain competitive in fast-changing markets.



At its core, the Association adheres to values of ethics, diversity, equality, and sustainability, cultivating a culture that prioritises integrity, inclusive participation, and responsible leadership. These principles guide EUMMAS's work in research, collaboration, and community building — reflecting its belief that robust ethical standards and diverse perspectives are essential to meaningful progress in business and academia.

Today, nearly two decades after its founding, the European Marketing and Management Association stands as a global hub for professionals and scholars in marketing and management, connecting thousands of members across more than 90 countries, supporting research excellence, and shaping the evolution of management and marketing practices worldwide. Its sustained growth — from a European-centred initiative to a worldwide association — reflects its enduring commitment to fostering collaboration, promoting innovation, and strengthening the ties between academic insight and real-world impact.