

Meeting of AKAM Academic Advisory Board, 29th April 2022

Next meeting Friday 1st July, 2022

Attending: Jakob Rehme, Nima Heirati, Sylvie Lacoste, Silvio Cardinali, Nektarios Tzempelikos, Lesley Murphy, Christine Lai, Rakesh Singh, Diana Woodburn
 Apologies: Olivier Riviere, Deva Rangarajan

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Area of interest to academics	Summary of discussion	Action
Position on special journal issue	<ul style="list-style-type: none"> No response to date from ALR re JBIM. But agreed that IMM preferred journal. Helpfully, SL is on editorial board, NT has been guest editor on 2015 special issue. Need to prepare good proposal, more focused than KAM in general. 'Sustainability' selected as representing focus with a good range of interpretations and currently high level of interest. NH, SL, JR & NT to contribute to proposal development. Can anticipate positive response, as special issues receive higher level of citations than mixed issues, and journals and authors targeted on number of citations. Proposal should include members of editorial board, ideally with track record in subject, minimum 2, preferably 3/ 4. Agreed JR & NT initially at least. Researchers/authors will include CL (possible link to current authenticity project?), RS (working with local team previously publishing on authenticity), LM and SL (possibly review article not based on new research) plus multi-author paper by AAB members reviewing existing literature on KAM and sustainability. AAB members unable to participate in publishing would offer to be reviewers 	<ul style="list-style-type: none"> CL, NT & SL to send examples of previous proposals to DW JR, NT & DW to draft proposal Researchers to decide on sustainability topic to identify collaborators and AKAM support
Selection of topics for collaborative research projects	<ul style="list-style-type: none"> List of 16 research topics of interest circulated, contributed by AAB and AKAM management board members. Needs refinement/reduction. AAB research capacity likely to be largely absorbed by sustainability topics for the special issue, but still open to other subjects. 	AAB members to contact DW for support with any other research topics
Progress on authenticity research	<ul style="list-style-type: none"> AKAM generated 23 participants for CL's research on authenticity, 13 interviewed to date Offer to find research participants open to other AAB members 	CL to complete interviews and write article for AKAM Bulletin
AKAM 10-question survey trial	<ul style="list-style-type: none"> First quick fire 10 question survey in last AKAM Bulletin, published 26 April. Level of participation not yet established. If successful, plan to include survey in every bimonthly Bulletin. Hope that AKAM's contact list of c. 2000 KAM-engaged people will develop the habit of replying to the surveys Topics for similar surveys invited from AAB members. Format potentially suitable for survey on how key account managers spend their time (DW). Useful to establish minimum standard breakdown, first survey applied breakdown by sector. NH raised the issue of Key account manager focus/title, e.g. Technical/Service/Customer success key account manager, would suit 10 question survey. 	Develop more 10-question surveys

Update on PostGraduate certificate	<ul style="list-style-type: none"> AKAM launched first academic qualification dedicated to KAM with TUDublin in January. First module (1/3) of Postgraduate Certificate in KAM now completed. Course is entirely online, therefore available globally. Invitation to any other academic institutions to introduce their own course with AKAM support. 	
AOB	<ul style="list-style-type: none"> Sadly, meeting informed that Ivan Snehota, a major contributor to IMP and KAM research, died very recently. SC pointed out that deadline for applications for EU funding is end of February, process should start in September latest. Example: €50 million granted for sales education. AKAM happy to contribute, with or without funding: KAM potentially more attractive to students than sales. DW would welcome articles on research or reviews for the AKAM Bulletin, c. 600 – 1600 words. DR wants to record interviews/conversations with AAB members Next meeting 1st July 	<ul style="list-style-type: none"> Discuss application for EU funding at next meeting AAB members to send articles to DW? AAB members to email DR to record interview

AKAM Academic Advisory Board Members

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