

Introducing **eQMS**:

a European online Quant Marketing Seminar

Dear Colleagues,

Are you hoping for some good news in times of crisis and cancellations? Here it is.

We introduce the European online Quant Marketing Seminar (eQMS), supported by the EMAC Quant Marketing SIG.

These online seminars will be Zoom Webinars that take place every week. In each seminar, a distinguished researcher will present her or his work. Several talks have already been scheduled, and we will steadily add to the list. Check the current program [here](#). Attendance is free of charge.

The first seminar will take place on **Thursday, April 23 at noon CEST**. Anja Lambrecht from London Business School will be the inaugural presenter. **Click [here](#) to register and to receive an invitation to join the online seminar.**

EMAC will continue to support this seminar series. We will also initiate online webinars associated with other EMAC Special Interest Groups. They will be valuable additions to our portfolio, during but also post-corona. We want to keep the webinars free of charge, but we do need **your** involvement and **your** support.

You can also renew your EMAC membership now, or become a member by clicking [here](#). The first step will be to log in with the e-mail address at which you receive this message. In case you forgot your password, please click on the "forgot password" link.

To renew your membership (or become one), you can also still register for the [Regional Conference](#) (Zagreb, Sept 16-19,2020).

Membership benefits include:

- o International Journal of Research in Marketing (IJRM) in hard copy format and online version
- o Discount of 20 % on AMA membership (if you are not in Canada or the US)
- o We are starting up an online EMAC Conference Proceedings series (beginning with the EMAC2019 conference)
- o Access to the Job Market
- o The EMAC Newsletter (quarterly)

If you have questions regarding eQMS please contact Dominik Papies at dominik.papies@uni-tuebingen.de.

If you have questions regarding EMAC and your membership, please contact [Anne Laure Marteaux](#), EMAC Executive Secretary.

Take care of yourself and others in these socially distant times.

Best regards on behalf of all eQMS organizers and EMAC

Bart Bronnenberg,
Dominik Papies, Chair Quant Marketing SIG
Tammo Bijmolt, VP Conferences,
Thomas Otter, VP Membership and Communication
Luk Warlop, EMAC President