

## **STATEMENT FOR THE EMAC POSITION OF VICE-PRESIDENT CORPORATE RELATIONSHIPS**

**Name:** Ajay K. Kohli  
**Address:** Scheller College of Business  
Georgia Institute of Technology  
800 West Peachtree Street NW  
Atlanta GA 30308  
USA

### **Your EMAC Experience (50 words) (years of membership at EMAC, Your contribution, activities involved)**

- EMAC member for about 15 years
- VP Global Relations for the last 6 years
- Senior/Area Editor of IJRM for the last 7 years
- Editorial Review Board member from 2002-2015
- Chair of one of the EMAC Doctoral Colloquium Marketing Strategy tracks for the last 10 years

### **Your Personal Bio (100 words) (your professional background – a short C.V.)**

- Gary T. and Elizabeth R. Jones Chair, Regents Professor, Georgia Institute of Technology.
- Former Editor-in-Chief of the *Journal of Marketing*
- Associate Editor, *Journal of Marketing* and Area Editor, *International Journal of Research in Marketing*.
- Member of the AMA Board of Directors
- Recipient of the 2017 AMA/McGraw-Hill/Irwin award, and the Paul D. Converse award (2016)
- Recipient of three honorary doctorates—from BI Norwegian Business School, University of St. Gallen, Corvinus University of Budapest.
- First two-time recipient of the Sheth Foundation / *Journal of Marketing* award
- Recipient of the ISBM-David T. Wilson-Sheth Foundation award
- AMA Fellow, EMAC Fellow, and ISBM Fellow

### **Your Policy Statement (300 words)**

As may be discerned from my short statement above, I have been deeply involved with various activities of EMAC for many years. My primary motivation for this is the high regard I have for EMAC, its members, and its potential. I think EMAC has advanced very substantially over the last 20 or years and is poised to achieve even greater heights.

My interest in serving as VP of Corporate Relationships is motivated by my deep conviction that close linkages with corporations is likely to enhance the usefulness of academic research conducted by members of EMAC and beyond.

This goes beyond simple access to data sets from companies. I believe academics are excited to tackle real issues confronted by corporations and can also gainfully leverage the deep and broad experience of managers and corporations. On the other side, corporations can benefit from rigorous theoretical thinking and empirical findings that academics can bring to the table.

As VP Global Relations, I have been involved in running the EMAC-Sheth Foundation Doctoral Dissertation competition which started with McKinsey's sponsorship of the event and is now sponsored by AiMark. I have also been involved in obtaining support from the Sheth Foundation for the Sustainability Research Competition launched two years ago. Finally, I have been instrumental in conceiving and implementing the Junior Faculty Visiting Program for supporting high-potential junior scholars.

I believe we need to find additional ways of engaging with corporations for mutual benefit. The exact mechanisms for facilitating these need to be developed based on input from EMAC members and its Steering Committee members. If elected, I pledge to do all I can to deepen the relationship between EMAC and corporations in a way that adds value to both.