

STATEMENT FOR THE EMAC POSITION OF VICE-PRESIDENT EDUCATION AND PROFESSIONAL DEVELOPMENT

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Your EMAC experience (50 words) (years of EMAC membership, Your contribution, activities involved)

I have been a member in good standing with EMAC for the past 3 years and have been an AE with IJRM during this time (term ending this year). One of my papers is in 3rd round review at IJRM at the time of typing this message. :)

Your Personal Bio (in 100 words) (your professional background - a short C.V.)

I am James D. Currie Professor (Marketing) at Foster School of Business, University of Washington, Seattle. My research has appeared in journals like *JCR, JMR, Marketing Science, JCP, and JAMS*. Presently, I am an AE with *JMR, JCP, JAMS, and IJRM*, have co-edited a volume of *JACR*, and been a guest editor on special issues of *JRIM* and *JAMS*. I have a chemical engineering degree from BITS, MBA from IIM Ahmedabad, M. Phil. and Ph.D. in Marketing from NYU. Prior to my PhD, I have worked in industry for United Breweries, FCB Ulka, and Mudra Communications.

Your Policy Statement (300 words)

Greetings!

Daisaku Ikeda, my faith mentor, encourages me to develop the younger generation for a peaceful and prosperous planet. My interest in this position is motivated by this inspiration, and at this stage in my career, I want to spend time developing the future of our field as best as I can. Here are some dimensions of my CV that may be of interest to the judging committee:

- My research is mostly in CB but also straddles strategy and modeling.
- I have completed 3 years as the Chair of the (Doctoral) Education and Training Track with the Society for Consumer Psychology.
- I was invited to co-chair a successful 3-day online doctoral seminar in 2020 by North American Society for Marketing Educators in India.
- I have worked with doctoral students and have editorial positions with various journals. These opportunities have given me somewhat of a perspective on the future of marketing scholarship.

The following list of proposals stems of my observations based on the above elements of my experience. My humble expectation is that the judges will be able to parse through the merit of my candidacy through this structure quickly and easily.

1. An EMAC dissertation proposal competition will invite dissertation proposal submissions from doctoral students globally (particularly Europe) for award consideration.
2. Quarterly zoom seminars (free) by well-known academics will feature their research. Such a forum will bridge the divide partially between resource rich and resource poor universities.
3. Build a network of world class scholars and doctoral students, matching the latter's interests with the former's expertise.

4. Teaching seminars, once every 6 months featuring some of the notable marketing academics give their thoughts on what makes for world class teaching.
5. Good department citizen panel where the participants will bring their perspectives on being a good departmental citizen.

Thank you!!