

# **STATEMENT FOR THE EMAC POSITION OF VICE-PRESIDENT GLOBAL RELATIONS**

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## **EMAC Experience**

During a 10-year EMAC membership period, I served as Romania's national representative and as a member of EMAC's Executive Committee between 2015 and 2021. In 2017 I co-chaired the 8th EMAC Regional Conference in Timisoara, selected papers being published in a Special Issue of the Journal of Business Research whose guest editor I was.

## **Professional background**

I am a professor at the Faculty of Economics and Business Administration of the West University of Timisoara, Romania. I teach Marketing, Product and Brand Management and Strategic Marketing. I served as Head of the Marketing Department between 2000 and 2008 and as Vice-Rector for International Relations between 2008 and 2012. Over time, my research has focused on market orientation, marketing capabilities, and customer relationship management. As an author and co-author, my papers have been published in journals, such as the Journal of Business Research, Romanian Journal of Marketing, and Amfiteatru Economic, and presented at EMAC regional conferences and the Global Marketing Conference.

## **Policy Statement**

EMAC aims to "to serve as the core of a communication network for disseminating information and promoting international exchange in the field of marketing".

Global business trends create new challenges for EMAC and its members. New digital technologies are reshaping markets, consumer behaviour, competition and business models, creating new uncertainties in the business environment. The complexity of the digital transformation process requires the adoption of a multidisciplinary perspective, including in the research of marketing strategy and marketing management. Consequently, extending current partnership agreements and diversification of the EMAC partner portfolio to promote the sharing of marketing knowledge and joint initiatives will contribute to the achievement of EMAC's mission.

The participation of EMAC members in the cross-disciplinary dialogue on the issue of digital transformation would help strengthen the relevance of marketing research and the impact of marketing as a discipline. The development of the EMAC partner ecosystem could be oriented both towards the marketing associations and towards organizations from complementary fields.

The following initiatives are proposed for the development of the global EMAC partner ecosystem:

1. Deepen cooperation relationships with current partners (e.g., American Marketing Association, Marketing Science Institute, and Korean Scholars of Marketing Science) by developing new joint initiatives, such as research competitions and joint symposia.

2. Development of new cooperation agreements with other international marketing organizations (e.g., Academy of Marketing Science).
3. Development of cooperation agreements with national marketing associations to create win-win relationships.
4. Development of cooperation agreements with international organizations in related fields (e.g., Academy of Management, European Academy of Management, and Association for Information Systems) for the creation of multidisciplinary special interest groups and the organization of joint symposia at conferences.
5. Deepen cooperation relations with other organizations that are members of the Global Alliance of Marketing & Management Associations.