

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

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

I have been a member of the EMAC association since 2011. I was a co-author of several papers presented both during thematic and poster sessions, both during the annual and regional conferences. In 2021, I was one of the two Organizational Committee Chairs responsible for organizing the EMAC Regional Conference in Warsaw. This conference was the first hybrid conference on behalf of EMAC. Thanks to the acquisition of sponsors from business, as well as the obtained grant funds, we were able to offer free participation in the Early Research Symposium, as well as offer an attractive price for online participation in the conference.

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

Since 2007 I am an Assistant Professor at the Kozminski University in the Department of Marketing. In the same year I became a director of Postgraduate Program in Marketing and Management and since 2019 I am also a Head of Brand Management and Marketing Strategies Master Program at Kozminski University.

I am also a certified trainer in the field of marketing training, sales techniques and marketing research. I have over 20 years of experience in running consulting projects in the field of marketing and cooperation with business. I have run training projects for companies such as Biedronka, Roche, Hyundai Motor Poland, Center for Contemporary Art, Eltrox and many others. I conduct classes in marketing, marketing strategies and consumer behavior at all levels of education, including MBA studies at universities in Poland, but also in Spain and Peru.

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

We live in a time when knowledge is at hand. Everyone can share it, but maybe not everyone should. I believe that in the Internet age the most important thing in research and education are partnerships with business practice.

My main goal as Vice President of Corporate Relationships will be to establish cooperation with business in three areas –

- **as inspiration for research,**
- **providing tools (and / or data) useful for researchers**
- **and supporting organizational efforts related to the organization of EMAC events.**

Research in the area of marketing should not be detached from the reality of the market, and this is currently subject to rapid changes. Cooperation with international business organizations such as AIBA (Alliance of International Business Associations) could result in the preparation of research priorities interesting for scientists, but also useful from the business point of view, not only in Western Europe, but also in Central and Eastern Europe. I also believe that it is worth establishing cooperation with business organizations that support entrepreneurial women.

Providers of digital tools and platforms within the broadly understood Martech framework are often open to cooperation with science and education. My priority will be to search for common topics and areas of cooperation involving the implementation of research with free or partially paid use of tools provided by business.

The organization of scientific conferences and seminars is becoming more and more difficult due to the rising costs, which directly translates into high prices for participants. Acquiring sponsors for events is a real challenge. Preparation of a database of international companies that would like to cooperate with the association, on the one hand, would facilitate the work of event organizers, and on the other hand, it would allow for lower participation costs and greater availability of EMAC events.