

STATEMENT FOR THE EMAC POSITION OF TREASURER

Name: Werner Reinartz, Ph.D.
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Your EMAC Experience (50 words) (years of membership at EMAC, Your contribution, activities involved)

Longstanding reviewer and Area editor with IJRM
Co-editor of IJRM (2018-2021)
20+ years of membership with EMAC
Total of 17 presentations to date at EMAC conferences
Multi-year reviewing activity for the EMAC McKinsey Marketing Dissertation Award

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

My research interest and expertise focuses on the subjects of marketing strategy, retailing, customer relationship management (CRM), and digital marketing. My work in these domains has been recognized with some of the major awards, such as the AMA Doctoral Dissertation Award, Don Lehmann Award, MSI/Paul Root Award twice, Varadarajan Award for Early Career Contributions, Sheth Foundation/Journal of Marketing Award for long-term contribution to the marketing discipline, IJRM Steenkamp Award, and ISBM-David Wilson-Sheth Foundation Award). My work has been published extensively in the top marketing journals as well as in a range of feature articles in Harvard Business Review. I am listed amongst the highest cited scholars in the top marketing journals outside the US. The Elsevier/Stanford global citation ranking, includes me among the top 2% globally in business & management research.

Full CV at: https://marketing.uni-koeln.de/sites/marketingarea/user_upload/Vita_Werner_Reinartz_aktuell_Dezember_2021.pdf

Your Policy Statement (300 words)

The treasurer's responsibility revolves around the controlling and approving of the annual accounts of the association, presenting them to the Executive Committee Members and communicating them to the EMAC Members during the General Assembly. This important task is part of the risk mitigation and management of any professional society. As EMAC'S economic activities (various conferences, journal, member management) span a reasonable scope it is critical to balance the accounts across all activities. Given my long-standing experience in University and research-centre administration, I believe that I bring the relevant experience for this activity. In addition, it is my very pleasure to support EMAC with this important task. Naturally, I will also liaise with the previous treasurer, Durdana Ozretic-Dosen from University of Zagreb for a smooth transition.