

STATEMENT FOR THE EMAC POSITION OF TREASURER

Name: Tamara Keszey

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

I have been a member of EMAC since 2001 and an Executive Committee member since 2015 as the national representative of Hungary. I am a member of the organizing committee of the EMAC conference in Budapest (the conference was canceled in 2020), so in 2022 we organized the conference again. Priorly, I also took part in organizing the Climber Community events.

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

I am working at the Corvinus University of Budapest, currently as the Vice-Rector for Research, priorly I as the Head of the Department of Marketing. As a visiting researcher, I spent one semester at Bocconi University and Aalto University. I am a member of several international research collaborations and the Principal Investigator of an EU's Horizon research grant. I have been collaborating with co-researchers from a variety of countries and universities, including the University of Groningen, University of Auckland, Karlsruhe Institute of Technology, etc. My research topic focuses on how firms capitalize on their customer knowledge assets, and my prior works were published in the Journal of Business Research, Journal of Knowledge Management, Journal of Business and Industrial Marketing, Journal of Cleaner Production, etc.

Your Policy Statement (300 words)

My *motivation* to apply for the position of Treasurer is that I would like to return to the academic community from which I myself have received so much in the past two decades in terms of both professional and personal relations.

For me, EMAC is not only an international organization but the most important international academic community, the number one source for scientific inspiration and professional networking. Therefore, I am devoted to serving EMAC to achieve its organizational goals at the highest level.

As a leader, the most important *values* for me are collaboration, open communication, and transparent organization of processes. I value the diversity that I consider the source of new ideas, for which I am very open in my work. I like constructive dialogues, and I can also review my position. I consider myself precise in my work, and I always meet deadlines.

Treasury as a field of expertise is especially close to me. In my capacity as vice-rector, I am responsible for the entire research activity of Corvinus, Hungary's number one university of economics and business. This includes managing and supporting large-scale international scientific conferences organized at Corvinus (i.e., review of finances, control of contracts, provision of support for internal and external communication, financial countersigning of room management, etc.). Moreover, my responsibility includes the high-level management of doctoral schools, libraries, scientific database ordering and management, analytical software, academic journals, international scientific relationships, organizing the research support, etc. In this position, I gained extensive experience reviewing related financial and treasury processes, controlling finances, monitoring expenditure, and building good relationships with the departments that report to me.

Overall, I think I could support EMAC Treasury at a high level because of my motivation, my decades-long relationship with EMAC, my leadership attitude in line with EMAC's core values, and my extensive professional experience with the treasury.