

STATEMENT FOR THE EMAC POSITION OF TREASURER

Name: Bernd Skiera

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

Support of EMAC

National representative for Germany at European Marketing Academy (since 2017)

Responsibilities at IJRM

Senior Editor of International Journal of Research in Marketing (IJRM) (2015-2018)

Area Editor of International Journal of Research in Marketing (IJRM) (since 2018)

Co-Editor of Special Issue of International Journal of Research in Marketing (IJRM):
“New Developments in Marketing and Investor Behavior”

2018: Fellow of European Marketing Academy (“EMAC Fellow”)

Participation at EMAC conferences

Participation at EMAC Conference: 1992 (Aarhus), 1993 (ESADE), 1994 (Maastricht), 1995 (ESSEC), 1996 (Budapest), 1997 (Warwick), 1998 (Stockholm), 1999 (Berlin), 2000 (Rotterdam), 2002 (Braga), 2003 (Glasgow), 2005 (Bocconi), 2006 (Athens), 2010 (Copenhagen), 2011 (Ljubljana), 2012 (Lisbon), 2014 (Valencia), 2015 (Leuven), 2016 (Oslo), 2017 (Groningen), 2018 (Glasgow), 2019 (Hamburg), 2020 (online), 2021 (online), 2022 (Budapest, scheduled)

My Personal Buy-in (your professional background – a short C.V.)

Google Scholar Citations: 13,316

AMA-Rankings (Rank 20 among AMA-Journals, Rank 42 among Premier Marketing Journals)

2019: Recipient of Advanced Grant of European Research Council (“ERC Advanced Grant”)

2018: Winner of Sheth Foundation/Journal of Marketing Long-Term Impact Award
Supervision of numerous doctoral students.

My Policy Statement

EMAC benefited from savings over the last 15 years until income from membership fees dropped because of a lower number of participants at the last two virtual EMAC conferences. EMAC needs to recover from the drop in savings.

At the same time, EMAC should spend its budget on important activities such as promoting its conference (including its regional conference), increasing the visibility of EMAC in all kinds of information channels, supporting young scholars, increasing the number of members in Eastern European countries.

I see one of my primary responsibilities in helping to appropriately trade-off between the need to increase savings and the need to support this wide range of important activities. Of course, I will also make sure that the income and spending of EMAC are correctly administered.