

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)

My first EMAC was in 2011 in Ljubljana. Since then, I went to EMAC almost every year (except when I had a baby). I received incredibly valuable feedback during EMAC's doctoral colloquium, have later been the winner of the EMAC/McKinsey dissertation award—now it's time to give back!

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

I'm a full professor of marketing at WU Vienna and head of the Institute for Interactive Marketing & Social Media. My research is on digital marketing & programmatic advertising. I am interested in topics such as brand safety, viewability, targeting, and advertising effectiveness. In my work, I aim to help companies make better marketing decisions and build upon extensive industry collaborations. My research was published in leading journals of the field. I was a finalist in the "Gary L. Lilien 2011-12 ISMS-MSI Practice Prize Competition" and am a member of the editorial board of International Journal of Research in Marketing.

Your Policy Statement (300 words)

Eventually, most of us want their work to be relevant and impactful. We want our knowledge to disseminate and change some sort of behavior out there. At least, I hope that's our aim as marketing academics. The initiatives to support this should vary depending on the stage the research project is in. I don't think that the work we do should only be shared once it's published. We can do a lot more for knowledge dissemination pre-publication.

For instance, while the Practice Prize acknowledges work that is close to working paper stage or even beyond, EMAC could organize a competition that provides (small) grants to academics that work on relevant and potentially impactful ideas. The hurdle for applications should be relatively low since the aim is to identify great and practically relevant research ideas. EMAC could then organize a special session/track around those award-winning ideas once they have reached a stage in which it's possible to present them at a conference.

On top of that, one could ask track chairs at EMAC to highlight the most practically relevant research they came across in their tracks. Those projects are often pre-working paper stage still, and they would benefit from some spotlight. Those two types of papers (grant winners & papers identified by track chairs) might serve as candidates for podcasts/webinars that bring together academics and practitioners on the specific topic. In addition, EMAC could share the ideas presented in these podcasts/webinars through posts and threads on Twitter/LinkedIn and its newsletter. Once working papers are available, those could be collected in an SSRN working paper series. Finally, they could become candidates for special issues published in IJRM.