

STATEMENT FOR THE EMAC POSITION OF VICE-PRESIDENT GLOBAL RELATIONS

Name: Vishal Kashyap

Address: Professor of Marketing

Department of Marketing

University of Graz

Elisabethstrasse 50b

8010 Graz

Austria

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

I have been a member of EMAC for 12 years. I co-initiated the creation of the B2BSIG of EMAC of which I am currently Chair. I hosted the EMAC's first specialized conference on Business-to Business Marketing at the University of Graz in 2017. I continue to participate in EMAC conferences and activities.

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

I am Professor of Marketing at the University of Graz in Austria. I earned my Ph.D. from the University of Massachusetts Amherst. My research interests focus on the design, coordination, and management of distribution channels, interfirm relationships, and marketing strategy. My research has been published in prominent journals such as the *Journal of Marketing* and *Journal of Marketing Research* among others. I am the current Chair of the B2BSIG of the EMAC and a former office bearer of the IOSIG of the American Marketing Association. Previously, I was Associate Professor with tenure at Xavier University in Cincinnati, U.S.A.

Your Policy Statement (300 words)

I was educated and have worked in Asia, the United States, and now in Europe. I completed my undergraduate and graduate education in India and my Ph.D. from the University of Massachusetts Amherst in the U.S.A. I worked as an Assistant and then as an Associate Professor with Tenure at Xavier University in Cincinnati, U.S.A. I am currently employed as a full Professor of Marketing at the University of Graz in Austria. My international experiences have made me uniquely aware of different countries, cultures, and systems.

Consistent with the role of the VP of Global Relations of EMAC (VPGR), I have served in leadership roles to connect marketing associations in the world. I was an office bearer of the Interorganizational Special Interest Group (IOSIG) of the American Marketing Association (AMA) from 2006-2012 where I initiated various programs that enhanced the visibility of the SIG in the marketing community. On moving to Austria, I collaborated with colleagues to create a SIG that would provide a platform for European scholars of business-to-business marketing to network and collaborate. The resulting B2BSIG, of which I am currently Chair, was among the first SIGs to be formed at EMAC. Since its formation the SIG has been very active with pursuing new initiatives. Even during the COVID pandemic, the SIG, with the Australian and New Zealand Marketing Academy (ANZMAC), created a series of online research seminars where scholars from all over the world present their research. Additionally, we are currently collaborating with both the IOSIG in the US and ANZMAC on a variety of initiatives to benefit the B2B research community globally.

My international profile, experiences in leadership roles, and networks would allow me to use the platform of the VPGR to further pursue meaningful cooperation worldwide. I would focus on initiating ties with the Asia-Pacific region while strengthening our existing connections with colleagues in the U.S. I believe that the position of VP of Global Relations would allow me to do so in a meaningful way.