

## STATEMENT FOR THE EMAC POSITION OF VICE-PRESIDENT GLOBAL RELATIONS

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

As the only Asian-based Fellow of EMAC, I am quite aware of the importance of bringing international participants into the fold. I was an AE and now an ERB member of *IJRM*, where I have published two papers recently. For the last 15 years, I have also been a frequent attendee of the annual EMAC conference.

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

I am Distinguished Professor of AI and service at National Taiwan University. I am a lifetime Fellow of the Association for Information Systems (AIS), the first and only Asian-based lifetime Fellow of EMAC, International Research Fellow of the Centre for Corporate Reputation at the University of Oxford, and Distinguished Research Fellow of the Center for Excellence in Service at the University of Maryland. I specialize in interdisciplinary research, with publications encompassing journals in Marketing, Information Systems and Strategy. I am Editor-in-Chief of the *Journal of Service Research*, the 8th highest-cited business journal, and serve on the editorial boards of prestigious marketing journals such as the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, and *IJRM*.

### **Your Policy Statement (300 words)**

Although EMAC is based in Europe, over time it has become much more international. In addition to Europe, there is also now considerable participation from the United States and other non-European countries. The greatest current growth opportunity for EMAC is in Asia, an area whose marketing scholarship is rapidly improving. As an Asian who speaks Mandarin, I am well-suited to help expand EMAC in Asia, especially in China and my home country of Taiwan. I previously served as Vice President of the Association for Information Systems (AIS), representing the Asian region, and is chairing PACIS (the Pacific conference for AIS). My connections in Asia should be invaluable in raising EMAC's visibility in Asia. I am also well-connected in the United States marketing community, and serve on the Board of AMA SERVSIG. I have also chaired the INFORMS Service Science Section. My connections are not only international, but are also multidisciplinary, reflecting the diverse nature of marketing scholarship. My primary role as VP of Global Relations will be to establish connections with many countries and their most important marketing organizations (plus related organizations, such as information systems). My existing connections should prove very helpful for this. My end goal is to continue EMAC's steady march toward being a fully global organization.