

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)

I have been part of the EMAC community for over 15 years. I have served as the Israel country representative, a member of the IJRM editorial board since 2008 and am currently serving as a senior editor. In the past three years I have been part of the EMAC doctoral consortium.

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

I am the marketing department chair and Vice Dean of external affairs at the Hebrew University Business School. I earned my BSc and MSc in Physics, and a PhD in marketing. My research deals with consumer interactions on brands, using agent-based models, image processing, and neural networks.

I was a visiting professor at the Wharton and at NYU. I was a member of the Editorial Review Board of *JMR*, and *JM* and a Senior Editor at *IJRM*.

I am the Founding CEO of Persay Ltd, an Israeli high-tech firm focusing on development and implementation of algorithms for voice –based recognition, a food columnist, and a liturgical musician.

Your Policy Statement (300 words)

EMAC's core essence is to support top quality research in marketing through the creation of a vibrant, active global research community. Accomplishing this mission has two components – supporting local research in countries which do their first steps in academic marketing research, and fostering ties between research communities.

The COVID pandemic has posed challenges on the global activity, but also created opportunities and stressed the importance of working in collaboration. I will do my best to overcome the challenges and embrace the opportunities.

I plan to continue current ventures carried by EMAC such as the visiting scholar program, which grants a scholarship for young scholars from countries with less exposure to high quality marketing research to spend a semester at a top business school abroad. I plan to enhance EMAC relationship with other marketing organizations around the world – both of academics and practitioners. I intend to promote bilateral or multilateral meetings and virtual seminars between doctoral students from different countries, to start building their networking and create opportunities for joint research.

Global relations could also be fostered through joint research on topics of mutual, international interest. The ESG research competition is a great tradition I intend to continue. Other such topics could be health, blockchain technology, and wellness.

As a member of the Israeli marketing community, who benefitted from the global policy of EMAC, I understand the needs and the potential benefits, and share EMAC global vision. My managerial and industry experience, longstanding connections in the research community, and my service as an IJRM senior editor will help me to fulfil the vision.