

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) The EMAC DC in Braga, Portugal, was my first interaction with EMAC. Having attended 12 annual conferences, I now co-chair the B2B track, am national rep of Australia for EMAC, and sit on the IJRM board. I also co-organise the B2B Online research seminars, jointly supported by EMAC and AMZMAC.

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

Erik is a professor of Marketing at the University of Melbourne. His work has appeared in the IJRM, JM, JMR, and others and is focused on B2B and Strategy topics for which he has won several prizes. Erik has also authored several Market Research textbooks that are used worldwide. Previously he was placed at the VU Amsterdam and Aston Business School and taught at EM Lyon and UGM in Yogyakarta. At the University of Melbourne, he served as discipline (dept.) head, and now directs the Master of Digital Marketing.

Your Policy Statement (300 words)

EMAC is in a strong position, and I am planning to contribute to EMAC in three important ways:

- 1) *Grow the Junior Faculty Visiting Program.* An important way to build the EMAC community is by continuing to invest and grow the EMAC Junior Faculty Visiting Program. This program has focused on exposing high-quality junior faculty from countries with less strongly developed research (culture) to world-class research. This program currently awards one junior faculty member a position. By proactively reaching out to more resourced world-class universities for co-support, I am hoping to grow the programme. While currently the placement of high-quality junior faculty is arranged ad-hoc, my plan is to identify 2 or 3 partner institutions to ensure continuous placement.
- 2) *Expand EMAC's connections beyond Europe.* Traditionally EMAC's focus is on Europe. This will remain the key region but a significant number of countries and regions that have internationally oriented marketing associations remain poorly represented at EMAC's conferences and are otherwise not very visible. For example, Indonesia has a strong marketing association, the IMA, as does India via the AIM. By connecting to the national academic marketing associations my aim is to solicit interest in submitting papers and attending EMAC.
- 3) *Strengthening the Sustainability Research Competition:* An excellent initiative of the current VP is the EMAC–Sheth Foundation Sustainability Research Competition. Sustainability is certainly a key issue that spans all areas of marketing. To give the prize as much impact as possible, I will work to increase the quality of the submissions by prioritizing research that is theoretically motivated, and that emphasizes the development of theories and tools in that field and that speaks to a broad and inclusive study of sustainability, including sustainable and ethical consumption, the study of inequality, and wellbeing.