

## **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)**

EMAC member since 2013. Since then, I actively participated in regional and annual EMAC conferences and have been active in the relevant regional activities. Furthermore, I have successfully co-organized [7th EMAC regional conference in Sarajevo](#) (BiH) on the topic “Where the East kisses the West: Marketing Convergence and Divergence in the New Europe”. As a result, best papers selected from the conference are published in a [Special Issue of the Journal of Business Research](#).

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

I am Associate Professor at the Marketing Department of the School of Economics and Business (SEBS), University of Sarajevo (Bosnia and Herzegovina) and Head of the Center for Research and Development at the University of Sarajevo. I hold a PhD from the Faculty of Economics, University of Ljubljana. In 2016 and 2017, I worked as a post-doctoral researcher at the Chair of International Marketing, Faculty of Business, Economics and Statistics, University of Vienna. I am currently an Associate Editor for Special Issues at the Industrial Marketing Management journal and an Associate Editor at the Business Ethics, the Environment & Responsibility journal.

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

In the role of VP Global Relations for EMAC, I would focus on retaining and deepening existing and developing new relationships and opportunities between the association and other marketing associations and organizations from around the world, as well as broadening and deepening EMAC's global ties. EMAC is one of the most prestigious associations for marketing academics and researchers and its impact and relevance extends far beyond Europe. I would focus on initiating new international strategic partnerships that would open new research opportunities for EMAC members, but also provide opportunities for exchange and innovation in scientific, teaching and project-related output. Such activities would enable the achievement of excellence in scientific and other creative activities. I would actively participate in various aspects of organizing EMAC Annual and EMAC Regional Conferences and seek to enhance the impact of these conferences on the academic community, but also beyond, to the global managerial and general public.