

Statement for the EMAC Position of Treasurer

Name: Michael Haenlein

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Your EMAC Experience (50 words):

I have been a member of EMAC for nearly 15 years, since 2008 when I attended my first EMAC conference in Brighton. Since then, I have been part of IJRM, first as a member of the editorial board (since 2009) and then as an area editor (since 2015). For the past three years, I have been part of the EMAC Steering Committee as Vice President of Corporate Relationships.

Your personal bio (100 words):

I am a Professor of Marketing at ESCP Business School in Paris, France, and hold the Chair in Responsible Research in Marketing at the University of Liverpool Management School. My work deals with the impact of new technologies on firms' customer relationship management (CRM) activities. I am part of the working board of RRBM and part of the academic council of the American Marketing Association (AMA). I am an area editor at IJRM and JSR and an editorial board member at the Journal of Marketing, JAMS, and the Journal of Interactive Marketing.

Your policy statement (300 words):

EMAC is a non-profit organization whose primary source of income is the fees paid by its members. Therefore, it is vital to ensure these funds are spent consistently with the EMAC goals and the interests of its member base. This is particularly true in the aftermath of the corona pandemic, which has impacted the financial situation of EMAC like most other professional associations. I have spent the past three years as part of the EMAC Steering Committee as Vice President of Corporate Relationships. This experience has given me deep insights into the functioning of EMAC and a solid understanding of the organization's strategic priorities and the cost associated with those activities.

My aim as treasurer is to collaborate with the other members of the EMAC Steering Committee to ensure the financing of critical activities while, at the same time, paying close attention to the long-term financial stability of the organization through appropriate reserves. I believe my quantitative background, together with my experience as a consultant and my strong orientation on detail, make me a strong candidate for this position. I am also a firm believer and supporter of EMAC and would love to continue to contribute to EMAC.