

Statement for the EMAC position of vice-president Membership And Communication

Name: Stefan Markovic

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

I am involved with EMAC for around 8-9 years. I have presented papers and posters, served as a reviewer, and organized special sessions. I have been Chair of the Special Interest Group on Branding since 2018, and member of the Executive Committee and National Representative of Denmark since 2020.

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

I hold a PhD degree (cum laude) from ESADE Business School. I am Associate Professor in Marketing, Chair of the Marketing Ethics Research Cluster, and Co-chair of the Advances in Branding Research Cluster at Copenhagen Business School, Denmark. I am also Co-Editor-in-Chief of *Business Ethics, the Environment and Responsibility* (Wiley), and Associate Editor for Interdisciplinary Research at *Industrial Marketing Management* (Elsevier). My research addresses various intersections between marketing, innovation, and ethics. I have published in several journals, including *Business & Society*, *IEEE-TEM*, *Industrial Marketing Management*, *Journal of Business Ethics*, *Journal of Business Research*, *Technovation*, and *Technological Forecasting & Social Change*.

Your Policy Statement (300 words)

Following my service as National Representative of Denmark since 2020, I am very pleased and thankful for now being nominated for the position of Vice-President Membership and Communication. If I am elected for the position, I will do my best to motivate researchers from all over the world to become members of EMAC. My focus would be two-fold: (1) early-career scholars, since they can probably get the most out of EMAC conferences, whereas for EMAC their involvement would facilitate continuity; and (2) very senior, distinguished international scholars that could increase EMAC's reputation even further. These would not necessarily need to be pure marketing scholars, but maybe also scholars from other fields related to marketing. The rationale behind this is to push the boundaries, scope and potency of marketing even further by embracing a certain degree of interdisciplinarity.

Apart from attracting new members by following a balanced approach (early career + very senior scholars) to foster the long-term continuity of EMAC and its current relevance, I would also aim at being in close contact with the National Representatives of the different countries, so as to get their feedback on members' needs, co-create solutions together, and discuss what we can do in terms of communication to further promote EMAC in their respective countries or regions (e.g., a "glocal" communication strategy). In addition, I would like to work toward further improving the relevance, ease of access, and effectivity of EMAC's communications, not only via the website, the newsletter and LinkedIn, but also through new channels/platforms that are better aligned with the latest technological developments.

Overall, I am committed to work on boosting the current and future membership bases of EMAC, co-creating solutions with the National Representatives, and further improving the association's communications (specifically regarding the channels). Many thanks for your consideration.