

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

Name: Mirkó Gáti

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

I have been attending the EMAC conferences in the last 10 years. In 2022, we organized the EMAC Annual conference in Budapest. I am one of the organizers of the EMAC Climber Community, and the EMAC National Representative of Hungary.

Your Personal Buy-in (100 words) (your professional background – a short C.V.) I am an Associate Professor at the Corvinus University of Budapest. I have been working in academia for ten years.

My main research topics are sales digitalization and small- and medium-sized enterprise marketing, mainly in a business-to-business context. I am currently conducting research in the topic of VR in business-to-business relationships. I am a committed member of the EMAC community, prioritizing the inclusion of young researchers into academia.

Your Policy Statement (300 words)

I will try my best to holistically handle the National Representatives of EMAC, and communicate them that our aim is to extend the number of marketing academics who are interested in our conferences, workshops, etc. I will collect up-to-date information from the National Representatives about the success of promotion in their countries. At the same time, my aim is to regularly communicate to EMAC members about the most important events on the website and on different channels of social media.