

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

Name: Morana Fudurić

Address: Faculty of Economics & Business Zagreb, Trg J.F.Kennedyja 6, 10000 Zagreb, Croatia

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

As an EMAC member since 2015 I have participated in several EMAC conferences, Climber Community events. I received the EMAC JFVP scholarship in 2018. I was the Organizing Committee Chair for the 11th EMAC regional conference in Zagreb, Croatia in 2020, and am currently a co-guest editor for the EMAC-EJM Special Issue on the Dark Side of Social Media.

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

I am an associate professor at the Marketing department, Faculty of Economics & Business, University of Zagreb. I received my Ph.D. in communication sciences from the Università della Svizzera italiana. In 2018, I received the EMAC JFVP Award and spent six months at Northwestern University, working on the Local News Initiative and several other research projects related to online digital platforms and content marketing. I conduct survey, experimental and data-driven research to investigate antecedents and consequences of media consumption and technological disruption. My current research interests center around computational advertising, data-driven marketing, integrated marketing communications, and digital media consumption.

Your Policy Statement (300 words)

As a long-term EMAC member I have no doubt it provides a lot of value to its membership through a range of activities such as the annual and regional conferences, doctoral colloquium, early researcher symposium, various workshops and special interest groups and events, most of which I have had the privilege of experiencing myself. As the potential VP Membership and Communication my primary goal would be to further enhance these activities and communicate them more frequently to a broader audience. I believe that, with this approach, EMAC would strengthen its position as one of the leading academic marketing organizations in the world, but also shine more light on notable activities and benefits an EMAC membership has to offer.

I also believe that more intense and frequent communication of such benefits and values would help build stronger connections and a stronger sense of belonging to the EMAC

community. This would include a heavier EMAC presence on digital channels, such as the EMAC Newsletter, but also social media channels that can and should be used to expand EMAC's reach and impact in the broader marketing community.

Finally, I am also excited to explore new opportunities and avenues that would provide further benefits to the current membership base, and spark interest in others to join and expand our community. In addition to the conferences that by and large represent EMAC's core activities, the Doctoral Colloquium, the Early Researcher Symposium, the Junior Faculty Visiting Program, and the EMAC Climber Community all represent crucial activities that not only help build ties and grow membership, but more importantly, help junior and early-stage researchers grow their network and enhance their research capabilities. I strongly believe that, by further supporting and developing similar initiatives, we are building long-term relationships with such members and making EMAC more sustainable in the future.