

Statement for the EMAC position of Vice-President Publications

Name: Michael Haenlein

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

I have been a member of EMAC for 15 years. Since then, I have attended all EMAC Conferences (except one) to present my work or organize special sessions. From 2019-2022 I was part of the EMAC Executive Committee as VP of Corporate Relationships and inaugurated the EMAC–Sheth Foundation Sustainability Research Competition.

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

I am a Professor of Marketing at ESCP Business School in Paris and hold the Chair of Responsible Research in Marketing at the University of Liverpool Management School. I am also an Adjunct Teaching Fellow at the Trinity Business School in Dublin and a permanent Visiting Professor at Kozminski University in Warsaw. My research deals with the impact of new technologies on firms and consumers. I part of the Academic Council of the American Marketing Association and an Area Editor or Editorial Board Member at IJRM, JM, JAMS, and the Journal of Retailing.

Your Policy Statement (300 words)

EMAC is the main association of marketing academics in Europe, and research lies at the core of its activities. This can be seen in the annual EMAC conference and, even more strongly, in its flagship journal IJRM.

I have substantial experience as an editor, area editor, or editorial review board member for nearly a decade. I have been the editor-in-chief of the European Management Journal and grew the journal from 300 to about 700 submissions. In this context, I also gained experience managing the contract with our publisher Elsevier, the same publisher currently publishes IJRM. Today I am part of the Advisory Board of the European Management Journal and the California Management Review. In addition, I either currently am or was an area editor or editorial review board member of the Journal of Marketing, Journal of Marketing Research, IJRM, Journal of Retailing, Journal of Service Research, and Business Horizons.

The next VP of Publications will have the important role of identifying the new editorial team for IJRM, and I believe my background puts me in a good position to fulfill this role.

Furthermore, I think it is the role of the VP Publications to help EMAC members in their research and publication efforts, either targeted to IJRM or other journals.

Three specific initiatives may help achieve this goal: First, I have previously organized or participated in reviewer workshops and workshops targeted to junior faculty. Running these works more formalized on the EMAC level could be beneficial. Second, I think it is important to guide researchers in identifying the right research questions to allow focus on important vs. mere relevant questions. I believe EMAC can play a central role in this process. Third, my involvement in the AMA Academic Council would allow me to coordinate EMAC activities in the field of publication, with similar actions taking place in the US on the AMA level.