

Statement for the EMAC position of Vice-President Publications

Name: Thomas Otter

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

I have been EMAC member since 2012. I have served on the editorial board and as an area editor for IJRM. I have served as EMAC VP membership and communication for two consecutive terms from May 2017 until May 2023. I helped to get the EMAC quantitative marketing SIG started and EMAC to overcome the negative externalities from the pandemic. I also contributed to some of the very positive activities that developed during the pandemic, e.g., the European Quant Marketing Seminar series (<https://sites.google.com/view/euro-quant-marketing-seminar/>)

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

I have served on the editorial board and as an area editor for IJRM. I have been co-editing Quantitative Marketing and Economics (<https://www.springer.com/journal/11129>) from 2014 through 2020 and am currently coordinating co-editor. My term at QME ends in 2023.

Your Policy Statement (300 words)

I will support IJRM's leadership in their mission to further develop IJRM as the European flagship marketing journal. I will ensure that IJRM is accessible to all academic and industry researchers who could benefit from the research published in IJRM. I will seek to grow the portfolio of journals with strong ties to EMAC to serve all of EMAC's constituencies better.