

## **Statement for the EMAC position of Vice-President Publications**

**Name:** Bart Bronnenberg

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

My first EMAC conference was Athens in 1989. I have been helping out as a board member for IJRM since 1997, with AE duties across 2010-2016 and currently. I am the co-chair of the EMAC Marketing Research SIG and the initiator of eQMS (the European Quant Marketing Seminar series).

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

I am a Professor of Marketing at the Tilburg School of Economics and Management since 2007 and have had previous appointments at the University of Texas in Austin, UCLA, and Stanford University.

My current research interests include sustainable consumption, the formation of (brand) preferences, consumer search, and the demand for convenience. With my co-authors, I have been a recipient of the Paul Green Award (twice), the IJRM Best Paper Award (2003), the John D.C. Little Best Paper Award (twice) and the INFORMS long term impact award. I also received grants from the NSF, ERC, and the Dutch Research Council.

### **Your Policy Statement (300 words)**

If elected As Vice-President Publications, my responsibilities would include (1) making proposals for any modifications to EMAC publications, (2) making recommendations on a variety of matters including publication contracts, publication policies, etc., and (3) assisting the publisher of the association's Journal to obtain maximum circulation for the Journal.

My primary qualification for these responsibilities is that I am an experienced scholar who enjoys the process of conceptualizing, conducting, and publishing research. I have been an author on many articles published in our field's top journals, among which IJRM. Collectively, I have 25+ service years as Associate Editor at various journals, have been a guest editor for Marketing Science and JMR and am a current co-editor of QME.

I believe in the mission of publishing high quality research and building a lively research community and environment in Europe (though not exclusively for Europeans). The

Journal is central to that community to attract global interest for the research it does.

A new way that has helped advance the European research community is comprised of several online-seminar series organized by EMAC members. Speaking for eQMS, it has helped marketing researchers in Europe with a modelling based approach, to get in touch with each other (see <https://sites.google.com/view/euro-quant-marketing-seminar>). This is a nice benefit in its own right and I expect that to be equally true for, e.g., the Behavioral Seminar Series (<https://sites.google.com/view/euro-cb-seminar>). From a publication perspective, it might be worth investigating how these seminar series can be organized to also help advance the goals of the Journal and of EMAC.

Among the other things that I would stand for are broad access to the Journal's articles, seeking ways to expand the exposure of research published by IJRM and helping achieve the Journals objectives as a premier outlet of high quality scholarly work.