

Statement for the EMAC position of Vice-President Publications

Name: P. K. Kannan

Address:

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

Member of EMAC for 7 years, the Editor-in-Chief of IJRM from 2018-2021, and a Senior Editor for three years and on the editorial board for several years. Contributed to the EMAC Doctoral Consortium as faculty in Advanced Marketing Research track for past 6 years. Inducted as EMAC Fellow in 2021.

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

Endowed chair at the University of Maryland, with research expertise in marketing modelling with a current focus on AI/ML methods. Received US National Science Foundation Grants for my research; More than 30 publications in *Marketing Science*, *Management Science*, *JMR*, *JM* and *IJRM*. Papers won the prestigious John Little Best Paper Award (2008), ISMS Practice Prize Award (2007), AMA/MSI Paul Root Award twice (2014, 2016), IJRM Best Paper Award (2018), and finalist for the Paul Green Award three times (2008, 2014, 2020). Currently, Associate Editor for *Journal of Marketing Research* and *Journal of Marketing*. Administrative experience as Associate Dean for strategic initiatives for Smith School and department chair.

Your Policy Statement (300 words)

I will focus on four major areas in my interactions with Elsevier and the marketing research community – research outreach and inclusion, dissemination and marketing, elevating the prestige of the journal, and access and the publication process – while maintaining a strong support to the editorial team as they increase the quality and quantity of published articles.

Research Outreach and Inclusion: Work with the editors of IJRM to continue promoting author and reviewer workshops, specifically those targeted at faculty in early-stage careers and doctoral students and to increase the inclusion of EMAC member countries in the review and publications.

Dissemination and Marketing: Increasingly journals are using social media and podcasts to disseminate research and increase awareness of the published articles. As EIC of IJRM, I enabled the creation of a social media editor and the current editorial team has included podcasts. I will help negotiate with the publisher for financial and editorial support for such outreach activities as they are increasingly important in elevating the prestige of the journal.

Elevating prestige of IJRM: I will continue to press the publisher for help in getting IJRM elevated as a Financial Times 50 journal. With the help of the editorial team, I will

organize a grassroots campaign to make aware and impress upon the deans of business school the quality of the journal and its contribution to the promotion decisions.

Improving Access and Publication Process: Elsevier's problems with universities prevent easy access to the IJRM articles to the research community. I will press for more open access articles in IJRM publications and for creative ways of providing copies of articles to those who do not have access. I will press the publishers for improvement on the quality of typesetting, eliminating typos, and reducing the lead times for printing the journals.