

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

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

I am a member of EMAC and have been active for the last 4 years both academically and practically, through my position as Vice President of the Hellenic Retail Business Association, to promote the philosophy, the vision and more broadly the objectives of the Academy in the field of the real Economy and Businesses. Spreading the name EMAC of the Academy is fundamental in maximizing the value of the name with multiplier benefits for all.

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

I was born in Piraeus. I have studied Political Sciences and did postgraduate studies in Business Administration. My doctoral dissertation was on Consumer Behavior. I have served for 32 years as Managing Director in various Multinational and Greek Companies. From July 2012 to November 2013, I also served as General Manager of the Department for International Development at the Ministry of Foreign Affairs as well as Deputy National Representative at the U.N Intergovernmental Expert Committee on Sustainable Development. Today I am Assist. Professor at Neapolis University, Cyprus as well as Associate Vice President of the Board of Directors of SELPE. Among other things, I am author of 25 the books in business and managerial topics.

Your Policy Statement (300 words)

First, policy design should primarily take into account the needs of members and update them based on new data observed and emerging in the critical field of marketing in businesses. With this in mind, it is necessary to establish critical policies that will be improved in the future, focusing on three (3) main components:

- The continuous and uninterrupted communication with the national representatives of the Academy per country to extract useful information related to mobility, differentiation and prioritization of the scale of needs that connect marketing with the real problem of managing the changing behavior of consumers. This becomes particularly important since the changes in purchasing habits are overwhelming in view of the pandemic crisis and its consequences.
- The recognition of marketing as a science that is not theoretical but sufficiently practical related to the daily problems of business operations. For example, the change in product mix is a necessity associated with the purchasing disposable income of the middle social strata, which has apparently suffered from income reductions.
- The promotion of the customer-centric approach as a dominant strategic choice integrated into the business culture, which is necessary to spread and inspire all business executives who wish to coordinate with the destination of the specific business.

In conclusion, communication with the esteemed members of EMAC is the feeder-pillar of expanding the knowledge field of marketing through the exchange of information, the transfer of empirical examples and good marketing practices.

This is a policy statement and by this way the value of the business is maximized and marketing is freed up to contribute maximally to the creative development of the business.