

## **Statement for the position of VP Conferences**

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

After becoming an EMAC member in 2018, I have attended and presented papers each year at EMAC conferences. Starting from 2021 I am co-organizer of the Climber Community Meeting and in 2021 I was elected National Representative for Romania. In addition, I will be part of the organizing committee of the Annual Conference in Bucharest 2024.

### **Your professional background – a short C.V. (100 words)**

I have started my academic path in 2007 at the Bucharest University of Economic Studies, Romania UNESCO Department for Business Administration, being today full professor and Ph.D. coordinator. Within my university, I served as vice-dean for the Faculty of Business Administration, in foreign languages (2013-2020) and as a member of the Council of the Doctoral School in Business Administration (2018-present). My main research field is the relationship between consumers and artificial intelligence, publishing several papers that have been awarded the Best Paper in an Economic Journal Award by AFER (2018) and Opera Omnia Award for Excellence in Scientific Research (2019).

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

The Annual and Regional conference are the highlight of EMAC's yearly activity, giving all members the opportunity to meet, disseminate research findings, exchange ideas, network with colleagues and catch-up with old friends. After some years in which meeting in person was not possible, it is important to revive the EMAC spirit by creating a great conference where the marketing community has the opportunity to meet face-to face. Besides being just a fantastic event, the great experience during the conference can have important implications for the sustainable development of EMAC. Creating memorable experiences and lasting memories during the conferences can increase the emotional bond between EMAC and its members and create long-lasting memberships.

I have found in EMAC a great professional community that I would like to be actively part of. Having experience organizing scientific events, as I have coordinated for five years the largest business conference in Romania, I would be honored to contribute to the organization of EMAC conferences and to carry forward year to year, the traditions, customs and practices of our community. For this reason, I have accepted the nomination as VP Conferences and I will do my best to keep the EMAC conferences at their full potential, giving members the chance to meet and interact with some of the greatest marketing scholars from the world.