

Statement for the EMAC position of National Representative

Name: F. JAVIER SESE

Affiliation: FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF ZARAGOZA

Address: C/ MARIA DE LUNA S/N, ZARAGOZA, 50018 (SPAIN)

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

I have been an EMAC member for 18 years, since 2006 when I attended my first conference in Athens. Since then, I have gradually taken responsibilities at the association: attending the annual conferences; chairing special sessions at the conference; co-chairing since 2015 the Relationship Marketing track, and launching in 2016 and chairing since then the SIG on CRM.

Your Professional background-a short CV) (100 words)

I am Full Professor of Marketing at the University of Zaragoza. My research interests and expertise focus on several areas that include customer value management, multichannel customer management, loyalty programs, the customer experience, complaint management, and the engagement of individuals in sustainable and prosocial behaviors. The research produced has been published in various scientific journals including International Journal of Research in Marketing, Journal of the Academy of Marketing Science, Journal of Retailing, and Journal of Service Research among others. I currently serve as Senior Editor of BRQ Business Research Quarterly, and as an Editorial Board Member of the Journal of Service Research.

Your Policy Statement (300 words)

The European Marketing Academy (EMAC) aims to serve as a communication network for disseminating information and promoting international exchange in the field of marketing, and support top quality research through the creation of a vibrant, active global research community. To accomplish this mission, it is important to engage scholars from a diverse range of institutions with an interest in marketing theory and practice. As a National Representative, my plan would be to promote the academy in our country and provide the Executive Committee with feedback to help improve the value that the association can bring to Spanish members based on their specific interests and needs. It would be a pleasure to extend my support to EMAC with this important task.