

## **Statement for the EMAC position of National Representative**

**Name:** Josep Rialp-Criado

**Affiliation:** Universitat Autònoma de Barcelona

**Address:** Department of Business, School of Economics and Business, B Building, Campus UAB.  
Universitat Autònoma de Barcelona, 08193, Bellaterra, Barcelona (Spain)

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

I've participated regularly in the EMAC conferences the last 10 years, serving as a reviewer as well as presenter in the conferences.

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

I'm Full Professor of Marketing and Market Research in the Department of Business in the School of Economics and Business at the Universitat Autònoma de Barcelona. I have been director the Department of Business, Vice-dean of Academic Affairs and Vice-dean of Master programs of the School of Economics and Business

I have published my research in different marketing international journals as: Entrepreneurship in International Marketing, European Journal of Marketing, International Journal of Sports Marketing and Sponsorship, International Marketing Research, Journal of Advertising, Journal of International Consumer Marketing, Journal of International Marketing, Journal of Marketing for Higher Education, Journal of Research in Interactive Marketing, Journal of the Academy of Marketing Science, Spanish Journal of Marketing-ESIC, Young Consumers; among others

I have participated in several financed research projects. More information available in: <https://portalrecerca.uab.cat/en/persons/jose-rialp-criado-3>

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

Dear EMAC Members,

I am excited to announce my candidacy for the esteemed position of National Representative within the European Marketing Academy (EMAC). With over 25 years of dedicated involvement in marketing academia and a passion for advancing the discipline, I am enthusiastic about the opportunity to serve our national community and contribute to EMAC's mission of promoting excellence in marketing research and education across Europe.

If elected, I am committed to leveraging my experience and networks to facilitate collaboration, knowledge exchange, and professional development opportunities for marketing scholars, practitioners, and students within our national context.

My key priorities as National Representative include promoting academic excellence by facilitating research dissemination and engagement, enhancing the visibility and impact of EMAC within our

national academic and business communities, and cultivating partnerships and collaborations that advance our collective understanding of marketing phenomena and its real-world implications.

I am deeply committed to representing our national interests within the broader EMAC network and working collaboratively with fellow representatives to shape the future direction of our community.

Thank you for considering my candidacy. I am eager to contribute to the continued success and growth of EMAC as your National Representative

Warm regards,

Josep