

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

**Name: Kowalik Izabela**

**Affiliation: Warsaw School of Economics, SGH**

**Address : Al. Niepodleglosci 162, 02-554 Warsaw, Poland**

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

Since 2014 I have participated in four annual EMAC conferences and two regional conferences, with papers and posters. I have been reviewing papers sent to the conferences and chairing sessions at the Madrid (2021) online conference and Warsaw (2021) regional conference. My membership started in 2014 and then I renewed it several times.

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

I have been working since 2002 at the World Economy Collegium, Warsaw School of Economics, first at the International Marketing and Management Institute and later (till now) as a head of the International Marketing Department. My professional interests include International Marketing, Entrepreneurial Marketing and Marketing of Places.

I conduct courses at undergraduate and postgraduate levels, including the doctoral level.

I have published papers in *Journal of Business and Industrial Marketing*, *Journal of Small Business Management*, *Place Branding and Public Diplomacy*, *Cities* and *Baltic Journal of Management* plus several other Central European journals. Apart from the academia my experience includes working for the marketing and marketing research departments of a large FMCG producer in Poland, working for the Polish Ministry of Finance and advising the Polish Ministry of Education and Science. I have coordinated scientific activities within three centrally sponsored grants lasting for 2-3 years each.

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

As a national representative I will promote the Academy in Poland, provide the Executive Committee with feedback from the EMAC members in Poland, act as liaison with national marketing organizations, and provide information to the Academy's publications.

I will maintain a communication network for disseminating information and promoting development of theory and international academic exchange in the field of marketing in Poland and the CEE countries. I will provide information on the on-going and completed research, and teaching materials concerning the marketing science in Poland.