

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

**Name:** Nira Munichor

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

During my years at EMAC, I have engaged in various facets of the organization's endeavors. I have presented research at conferences and reviewed papers for both conferences and IJRM. My involvement in these activities reflects my dedication to fostering academic excellence within the EMAC community.

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

I am a consumer psychologist. I earned my PhD from the Technion, Israel, and conducted post-doctoral research at the Marketing Department, Warrington College of Business, University of Florida. Since 2016, I have contributed to the Marketing faculty at Bar-Ilan University's Graduate School of Business Administration, Israel. My research, published in prestigious journals including the Journal of Marketing Research, Journal of Consumer Psychology, Journal of Business Research, Journal of Business Ethics, and others, reflects my commitment to advancing knowledge in the field.

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

As a nominee for the position of Vice President of Conferences at the European Marketing Academy (EMAC), I am eager to contribute to the coordination and standardization of our organization's flagship events: the Annual Conference, Doctoral Colloquium, and Regional Conferences. If elected, I intend to focus on enhancing the quality and impact of these gatherings, fostering a collaborative and inclusive environment conducive to exceptional academic exchange and networking.

In this role, I am committed to prioritizing the recruitment of capable and diverse conference organizers for both our annual flagship event and regional conferences. Ensuring each event's excellence, alignment with EMAC's vision and values, and representation of our diverse membership will be paramount. Collaborating closely with the EMAC team, I will streamline communication and logistics to enhance planning and execution efficiency.

Furthermore, I pledge to actively engage in steering committee meetings, contributing insights to strategic initiatives, addressing challenges, and making informed decisions that drive EMAC progress. Additionally, I am honored to offer my knowledge to the jury of select EMAC awards, encouraging, recognizing, and celebrating outstanding achievements in marketing academia within our community.

Dedicated to promoting diversity, equity, and inclusion in all aspects of our conferences, I believe fostering a welcoming environment for scholars at all stages of their careers is pivotal in amplifying the impact of EMAC on the global marketing community. If elected, I look forward to serving the EMAC community and advancing our mission of enriching marketing knowledge and practice through exceptional conference experiences.