

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)

To date, Corvinus has organised three EMAC conferences, two annual conferences (1996, 2022) and the first EMAC regional conference (2010). My first encounter with the organisation was at the first conference we organised, although I was only a master student and volunteered at the event, which had 300 participants at the time. My first conference as a participant was in Rotterdam in 2000. The biggest involvement, and challenge, was the organisation of the 2022 annual conference and doctoral colloquium, which we had originally planned to organise two years earlier but had to decide to postpone it in March that year due to COVID. In 2022, still under a lot of uncertainty (the online/offline/hybrid issue was still on the agenda in March), with my team I managed to organise the event with 800 participants again in person as conference chair.

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

Tamás Gyulavári is an associate professor and the head of the Institute of Marketing and Communication Sciences at Corvinus University of Budapest being responsible for the performance of 42 colleagues in five departments.

He graduated with a master's degree in marketing and applied statistics from Corvinus where he later obtained his Ph.D as well. He was also a short-term scholarship student at Cranfield University (UK) and Johannes Kepler Universität (Linz, Austria).

As a researcher, he gained further international experience at the University of Passau and Copenhagen Business School. As a guest lecturer he has been invited in the educational programme of the University of Hertfordshire and several Central and Eastern European universities, such as Babeş-Bolyai University (Cluj-Napoca, Romania) and J. Selye University (Komarno, Slovakia). His research focuses on consumer behaviour related to virtual environment, inter-cultural marketing, country-of-origin image, corporate competitiveness, and pricing.

Your Policy Statement (300 words)

As a vice-president for conferences my plan is to further develop all the excellent achievements that the organisation has made over the last more than half a century. I would like to build on my experience of organising previous conferences (including two EMAC Annual Conferences and an EMAC Regional Conference) in this process.

From a substantive point of view, one of the most important is that the conference should make a major contribution to making EMAC, as an organisation and as a platform, an even more important arena for internationalisation and for building research networks. To this end, it is necessary to

broaden the range of participants and to gradually involve regions that have so far sent fewer participants. It is essential to understand what makes participation more attractive to them and to make the necessary adjustments. On the other hand, it is important that the EMAC events resonate with the challenges of the times and provide a decisive and proactive platform for identifying developments and transformations in marketing as a discipline. The transformations of the marketing workplace, trends in corporate and organisational processes and developments in related interdisciplinary fields should play a stronger role in stimulating academic research. It is necessary to find the points at which these can be channelled into researchers' problem-solving processes, so that research can lead to more socially relevant results.

The conference series would have greater opportunities if it were backed by standard sponsors who are willing to build a closer relationship with the academy and are therefore willing to provide larger grants. This would also reduce the organisational uncertainties of the events. Nevertheless, there would be room for more intensive and continuous support of some of the conference platforms such as special interest groups, which would increase stakeholder involvement and commitment.

The conference should continue and strengthen its support for standard processes with more elaborate background materials. At the same time, standardisation should be accompanied by opportunities for innovation and more creative and experiential professional forums.

I ask for your support to strengthen these guidelines, so that what generations have built over decades can continue to evolve and grow stronger.