

Statement for the EMAC position of National Representative

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

Over 11 years of membership in EMAC, I significantly contributed by organizing a hybrid regional conference in 2021 in Warsaw, actively participating in association conferences, collaborating with the board, supporting the national representative for two terms, and promoting EMAC within the Polish academic community, thereby enhancing its visibility and impact.

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

I am a seasoned academic with a PhD in Economics, focusing on Management. At Kozminski University I hold the position of professor in the Marketing Department, leading both the department and master's programs in Brand Management and Marketing Strategies, as well as postgraduate studies in Marketing Management. My passion for education drives my extensive involvement in conducting workshops on a variety of marketing aspects, such as market analysis, advertising, sales techniques, customer service, brand management, and consumer behavior. With a prolific output of over 80 published articles, studies, and monographs across prestigious academic journals and specialized online platforms my commitment to enriching the marketing discipline is evident. My active participation in professional organizations, including the Polish Scientific Marketing Society, ACR, EMAC, and AAA, underscores my dedication to influencing the evolution of marketing practices and theoretical frameworks, leveraging my expertise to mentor the next generation of marketing professionals and scholars.

Your Policy Statement (300 words)

As the National Representative of EMAC, my mission is to bolster the association's presence and influence within our national academic and professional community. My aim is to foster a vibrant, inclusive, and collaborative environment that encourages membership growth, facilitates cutting-edge marketing research, and supports the development of innovative marketing education methodologies.

Firstly, I am committed to promoting EMAC membership among my peers and within the broader marketing community. I believe that by increasing our membership, we can enrich our collective knowledge, share diverse perspectives, and enhance our networking opportunities. I intend to organize events, workshops, and seminars that not only highlight the benefits of EMAC membership but also address current marketing challenges and trends.

Furthermore, I aim to strengthen the relationship between EMAC and the Polish Scientific Marketing Society (PSMS), where I serve as a member and chair of the audit committee. By leveraging my position in both organizations, I plan to facilitate collaboration on research projects, joint conferences, and academic exchanges. This partnership will serve as a bridge between international and national marketing scholars, fostering a mutual exchange of ideas and best practices.

Supporting innovation and research in marketing education is another cornerstone of my policy statement. I am particularly interested in advancing pedagogical approaches that respond to the evolving landscape of marketing in the digital age. I plan to advocate for research initiatives and educational programs that explore innovative teaching methods, digital marketing tools, and consumer behavior analysis. By doing so, I hope to contribute to the development of a future generation of marketing professionals who are well-equipped to navigate the complexities of the market.