

Statement for the EMAC position of National Representative (USA)

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

- I began attending EMAC events in 2024, when I participated in a meet-the-editors panel at the annual conference in Romania. I also served as a faculty member in the market simulation event.
- In 2025 I attended the EMAC conference in Madrid, presented a paper, and served as a faculty member in the market simulation event. In addition, I participated in the EMAC Doctoral Consortium (DC) as a faculty panellist in the Marketing Strategy – Intermediate/Advanced track.
- For 2026 I will be attending the EMAC conference in Bath and serving as a coach in the market simulation event. Furthermore, I will again participate in the EMAC DC as a faculty panellist.

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

I am the Nalley Distinguished Professor at the Terry College of Business, University of Georgia. My current research focuses on improving scale development practices and understanding the Dark Web. My work, totalling more than 70 refereed papers, has appeared in many leading journals, including *JAMS*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of Consumer Psychology*, and *International Journal of Research in Marketing*. I am also head of the Terry Marketing Department and served as *JAMS* editor-in-chief for six years (2018-2024).

Prior to joining UGA in 2011, I taught at the University of Pittsburgh for ten years, and before that at the Ivey Business School in Canada. I received my PhD from MIT in 1990.

Your Policy Statement (300 words)

I am honored to be nominated as the EMAC National Representative from the USA. With an extensive background as editor, author, and educator, I have a broad perspective of the Marketing discipline. My experience includes serving as an AE for several top journals as well as Editor-in-Chief of *JAMS*, teaching various undergraduate, masters, doctoral, and executive education courses at three different educational institutions, and taking on administrative roles (including department head, doctoral program director, conference chair, and grant reviewer).

In my opinion, the marketing discipline is stronger today than it every has been. Many disciplines look to us for leadership in developing theory, advancing methods, and fostering practical implementation and impact. As a result, citations of scholarly marketing research are soaring. I believe that EMAC can continue to play a key role in communicating our successes as a field to others, and I look forward to working with other members of the EMAC team to ensure we do this effectively. As the USA National Representative, I would also like to promote growth in US marketing scholar awareness of EMAC and attendance at its premier events (e.g., annual conference).