

Statement for the EMAC position of National Representative

Name: Tarun Kushwaha

Affiliation: University of Wisconsin, Madison

Address: 975 University Drive, 4191B, Madison, WI 53706, USA

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

Activities & Contributions

- Serving on IJRM ERB since 2021
- Reviewing papers for IJRM before that
- Attending and presenting at EMAC
- Published in IJRM
- Supporting doctoral students and young faculty from across the world

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

I am marketing strategy researcher, who works in the areas of channels, marketing-finance interface, international marketing, and market failures. My research has been published in *JM*, *JMR*, *IJRM*, *JR*, *Mgmt Sci*, *MSOM*, *POMS*, *JIBS* and *JBR*. My research has been recognized for its impact, e.g. AMA Branding SIG Best Paper Award, finalist for all three best paper awards in *JM*: Sheth Foundation *JM* Award, AMA MSI Paul Root Award, and Shelby D. Hunt/Harold H. Maynard Award. I serve as AE for *JM* and *JR*, on the ERB of *JMR*, *IJRM*, and *J. Interactive Marketing*, and recognized best reviewer award for *JM*.

Your Policy Statement (300 words)

If appointed as the United States National Representative for the EMAC, my goal will be to strengthen the intellectual bridge between EMAC and the U.S. marketing academic community. EMAC plays a vital role in advancing globally connected marketing scholarship, and this role offers an opportunity to expand the Academy's visibility among U.S.-based scholars, doctoral students, and emerging researchers.

First, I will work to promote EMAC within the United States by highlighting the unique strengths of EMAC conferences, special interest groups, and collaborative research networks. Through academic seminars, conference interactions, and engagement with doctoral programs, I will encourage U.S. scholars to view EMAC as a valuable platform for international collaboration and intellectual exchange.

Second, I will serve as a listening post for the EMAC Board, providing feedback from U.S. members about emerging research trends, conference experiences, and opportunities to deepen collaboration between European and North American scholars.

Third, I will act as a liaison between EMAC and national marketing organizations in the United States, encouraging cross-participation and strengthening transatlantic scholarly connections.

Finally, I will contribute updates to the EMAC Newsletter highlighting developments in U.S. marketing scholarship, helping reinforce EMAC's role as a vibrant global community for marketing research.