

## **Statement for the EMAC position of National Representative**

**Name: Barbara Briers**

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

I have always enjoyed being part of the Emac community. My first Emac conference and doctoral colloquium was in Glasgow 2003 and I still like to actively participate. It is a warm, friendly community that strengthens connections between scholars from diverse backgrounds in marketing theory, research, and practice.

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

Barbara Briers is Professor of Marketing at the University of Antwerp. She holds a PhD in Marketing from the Faculty of Economics and Business Administration at the University of Leuven and was previously on the faculty at HEC Paris (2006-2009), Tilburg University (2009-2015 tenured), and Vlerick Business School (2015-2021). She teaches Market Research, Consumer Behavior, and Advanced Research Methodology at the PhD level. Barbara's research focuses on food consumption, social marketing, persuasion and influence, and wealth inequality. Her work has been published, among others, in the Journal of Marketing Research, the Journal of Consumer Research, the International Journal of Research in Marketing, and Psychological Science. She serves as Area Editor at the International Journal of Research in Marketing and is a member of the Editorial Review Board of the Journal of Consumer Psychology.

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

As candidate for the position of EMAC National Representative for Belgium, I am committed to strengthening the visibility, participation, and impact of the Belgian marketing research community within the broader EMAC network. Belgium hosts a vibrant and diverse academic community, with scholars contributing cutting-edge research across marketing analytics, consumer behavior, marketing strategy, services, marketing communication, sales, digital innovation etc. My core mission is to ensure that this richness is fully represented within EMAC's international platform, while fostering stronger collaboration among Belgian institutions themselves.

If elected, I will focus on three strategic priorities.

1. Deepening Engagement and Connectivity. I will actively encourage participation of Belgian

scholars—junior and senior—in EMAC conferences, special interest groups, doctoral colloquia, and publishing initiatives. By strengthening connections between universities, I aim to create a more cohesive Belgian marketing research community.

2. Supporting Diversity, Equity, and Inclusion. In line with EMAC's commitment to fair opportunities for all, I will work to amplify voices and perspectives that remain underrepresented in academia. This includes promoting inclusive research environments, supporting scholars from diverse backgrounds, and encouraging initiatives that reduce systemic barriers related to gender, ethnicity, socioeconomic background, or ability. Belgium's own multicultural context offers a natural foundation for supporting these principles.

3. Facilitating Knowledge Dissemination. I will support (inter)national EMAC-linked activities—such as research seminars, networking sessions, and early-career workshops—to broaden access to knowledge and promote cross-university collaboration. My goal is to position Belgium as an active contributor to EMAC's role as an international communication hub for marketing theory and research.

As National Representative, I will work with integrity, transparency, and dedication to help shape a more connected, inclusive, and impactful future for marketing scholarship in Belgium and beyond.