

## 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)**

Since 2019, I have been a member of EMAC. I have contributed to the community by organizing special sessions and reviewing submissions for several conference tracks, including Methods, Modelling & Marketing Analytics, Retailing & Omni-Channel Management, and Pricing and Promotions, supporting the development and quality of research presented at EMAC conferences.

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

Marco Kotschedoff is an Associate Professor of Marketing at KU Leuven specializing in quantitative marketing, retailing, and public policy. His research examines consumer decision-making and firms' responses to market disruptions and regulation, combining structural models with causal empirical methods. His work has been published in leading journals including *Marketing Science* and the *Journal of Marketing Research*, where he received the 2024 Paul E. Green Award for the most impactful article. He has secured multiple competitive research grants and supervises PhD students. His research agenda focuses on generating rigorous academic contributions while producing insights relevant for business strategy and public policy.

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

I believe the European marketing academic community benefits from stronger integration across universities and countries. To nurture future talent, we should further encourage mobility and collaboration across the European higher education landscape. Rather than primarily hiring within national boundaries, universities should actively promote cross-border recruitment of PhD students, postdoctoral researchers, and faculty members. Such mobility strengthens the circulation of ideas, exposes scholars to diverse academic environments and ensures a healthy inflow of new knowledge across institutions. A more connected European academic labor market would also help young scholars build international networks early in their careers and facilitate the diffusion of methodological and substantive expertise throughout the continent.

Training and skill development are equally important as research methods and technologies evolve rapidly. Doctoral education should remain closely aligned with the research frontier and European collaboration provides an opportunity to pool expertise and create high-quality training environments. Initiatives such as EMAC Special Interest Groups already contribute by bringing together scholars with shared interests and

facilitating advanced methodological and topical training. Expanding these collaborative initiatives could help build strong European research clusters, allow doctoral students to access specialized courses across institutions, and strengthen networks among early-career researchers throughout Europe.

Finally, while marketing scholars often look to the United States as a benchmark for academic excellence, European topics must also be represented in leading marketing journals. One challenge concerns access to high-quality data. Many widely used datasets in marketing research, such as Nielsen, Comscore, SafeGraph, or Dewey platform data, focus primarily on the U.S. market. This naturally leads to stronger representation of U.S. contexts in top publications, even when research is conducted by scholars based in Europe. Greater information exchange and collaboration can help researchers access datasets, enabling research that addresses issues for businesses, policymakers, and consumers in Europe and beyond.