

Statement for the EMAC position of National Representative

Name: Maarten J. Gijsenberg
Affiliation: University of Groningen
Address: Nettelbosje 2
9747 AE Groningen
The Netherlands

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

- EMAC membership started 2008.
- EMAC DC participant (2008).
- EMAC McKinsey Doctoral Dissertation Award finalist (2010).
- Track Chair EMAC Conference
 - “Advertising, Promotion, and Marketing Communication” (2015-2016).
 - “Methods, Modelling, and Marketing Analytics” (2017-2022).
- Track Chair EMAC DC
 - “Marketing Models – Intermediate/Advanced” (2023-2024).
 - “Marketing Models – Beginners” (2025-date).
- ERB Member IJRM (2015-date).
- EMAC National Representative Netherlands (2023-date).

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

- Position
 - Professor of Marketing Dynamics, University of Groningen.
- Research (selected)
 - Main focus: marketing (effectiveness) dynamics
 - Publications in e.g., JMR, IJRM, JBR, JRET and JPPM. Two single-authored lead articles (JMR and IJRM).
 - EU Marie Curie CIG grant recipient.
 - Amazon Research Awards grant recipient.
- Service: academia (selected)
 - AE Journal of Retailing
 - ERB Member JM, JMR, & IJRM. Outstanding Reviewer IJRM 2022.
 - Track chair EMAC Conference / DC.
- Service: society (selected)
 - Projects with e.g., DVJ Insights, KLM, KPN, NS, and Wehkamp.
 - Interviews for e.g., Dutch radio & TV, newspapers, practitioner magazines and blogs.

Your Policy Statement (300 words)

- The Dutch marketing community has always shown a strong involvement with EMAC, as is reflected in 5 EMAC conference organizations, several EMAC presidents, and multiple IJRM editorships. As such, we have helped building and developing EMAC, and we care about EMAC.
- As a marketing community, we are facing continued turbulent times with several evolutions and phenomena that (will) have a strong impact on both marketing academia and practice. Artificial intelligence and its broad disruptive impact, geopolitical and macro-economic uncertainty, attention for inclusion and sustainability, and the resulting need for new business models and philosophies for the new world of tomorrow, just to mention a few. Our world looks very different compared to five years ago, and will look perhaps even more different five years from now. As marketing community, we will have to adapt to this new environment to stay relevant: in our research, in our teaching, in our modus operandi.
- This also has consequences for EMAC. More than ever, strong and clear two-way communication between the organization and the marketing community (both academics and practitioners) is of vital importance, as it allows the organization to build on questions, insights, and suggestions from the community as well as to check the soundness of intended changes.
- As National Representative I want to continue to serve as a facilitator for the Dutch marketing community (both academics and practitioners) who helps streamlining the bottom-up contributions of our community to foster the success of EMAC in this changing world, who actively supports these ideas with the organization, and who seeks consultation with the community on ideas proposed by the organization itself. I am strongly convinced that this way we, as Dutch marketing community, have the best odds to successfully deal with the dynamics and challenges of marketing in the new era EMAC faces.