

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)

My first experience, in 2019, was a poster presentation. In 2021, I presented in a SIG on channel choice. In 2022, I presented at EMAC, and, in 2023, at the EMAC Regional. In 2025, I attended and a co-author presented. In 2026, I submitted and acted as reviewer.

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

Assistant professor at Pontifical Catholic University of Paraná-Brazil (PUCPR) and coordinator of three online specialization courses (IA and Strategic Marketing, IA & HR, and IA for Leadership). I currently supervise PhD, master and undergraduate students at PUCPR. I also supervise master students in UvA. I was a postdoc at University of Bologna. I have a Ph.D. in marketing from UFRGS – Brazil, and was a visiting Ph.D. student at Monash University, Australia. My research interests include business analytics, forecasting, and developing analytics research that ensures consumer privacy. I have experience working with the industry in business intelligence and marketing research.

Your Policy Statement (300 words)

It is a profound honor to stand for election as National Representative for Brazil. Our country represents one of the world's most dynamic and complex consumer markets. Brazil is a unique laboratory where digital transformation, social diversity, and creative resilience intersect. My mission is to position Brazilian marketing research as a contributor to the global academic discourse.

My primary goal is to ensure that our perspectives and challenges are not just heard, but integrated into international discussions. With my postdoctoral research in Europe, and the international network of co-authors I have built, I have developed the skills necessary to foster cooperation and promote Brasil (with S). Brasil's market characteristics, ranging from our leadership in social media engagement, our sophisticated retail landscape to our award-winning advertising, offer invaluable insights for marketing theory. As your representative, I will advocate for the inclusion of Brazilian contexts in top-tier international research.

I will work to increase the visibility of our companies, our market and our researchers to foster cross-border co-authorships. We need to show editors that our market is of interest, and we need to go beyond data from WEIRD population.

My key priority will be supporting the next generation of professionals, especially Brazilian PhD students and early-career researchers. I will negotiate for dedicated networking sessions that lower the barriers to international participation, ensuring that the future of marketing research remains diverse and inclusive. I will also advocate for mentorship programs that connect our students with international senior researchers.

I possess linguistic proficiency and cultural intelligence to navigate this international role. I offer a proactive representation with transparency, that is deeply committed to elevating Brazil's standing in the international academic community. I ask for your vote to transform our national expertise into global influence and to be your voice at EMAC.