

## **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 EMAC experience includes involvement in the association's activities since 2013. I have contributed as a reviewer for the EMAC Annual Conference and EMAC Regional Conference since 2014. I have also attended the conference in several years since 2013, participating both as a presenting author and as a session coordinator.

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

I am Associate Professor at the Universidade Federal do Paraná (Brazil), where I teach and research strategic marketing. I have been Visiting Researcher at the University of East Anglia (UK) and have held academic positions in Chile, collaborating in global research networks. I have published in leading journals and serve as reviewer for high-impact journals. In Brazil, I am an active member of the National Association of Postgraduate Studies and Research in Administration, integrates the Think Tank on Innovation and Public Policy of the Brazilian Association of Software Firms and serves as an ad hoc consultant to national funding agencies.

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

As an EMAC National Representative, I am committed to upholding and promoting the core values of the European Marketing Academy (EMAC). I will foster a safe, respectful, and inclusive academic environment in all EMAC-related activities, ensuring professional conduct and full adherence to EMAC's Code of Conduct.

In my country, I will actively promote the Academy and its initiatives, strengthening its visibility and engagement within the academic community. I will act as a point of contact with national marketing associations, encouraging collaboration, conference participation, and international research partnerships.

I will contribute to EMAC's global engagement by promoting cross-country research collaboration, facilitating connections between scholars and Special Interest Groups,

supporting joint initiatives with partner associations, and encouraging participation in EMAC conferences, doctoral colloquia, and international tracks. I will provide the Executive Committee with regular feedback from members in my country and contribute updates to the Academy's Newsletter.