

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 participation at EMAC was in 2015, when it took place in KU Leuven. Since then, I participated in other 5 editions (Groningen, Glasgow, Hamburg, Bucharest and Madrid), either presenting papers or posters. I always connect with Brazilian fellows, and also take the opportunity to engage with researchers in my field of knowledge (sustainable consumption and responsible innovation).

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

Associate Professor (PhD) at the University of São Paulo, in Brazil, with research on Sustainability and Ethics. The ongoing research projects are (i) sustainability-based value creation in multi-stakeholder innovation networks: a study of an ecosystem perspective in the Brazilian Amazon conservation areas, (ii) analysis of the variables influencing the behavior of consumers for recycling, and (iii) the process of responsible innovation in B2B companies.

I have held visiting scholar positions at the University of Otago (New Zealand) and the University of Antwerp (Belgium). Currently, I'm the Coordinator of the PhD Program in Business, the Coordinator of the Sustainable Consumption Research and Action Initiative (SCORAI, Brazil Chapter), and Advisor at FAPESP (State of São Paulo Funding Agency).

Your Policy Statement (300 words)

I am applying for the position of National Representative for Brazil at EMAC with the commitment to strengthening Brazil's presence within the EMAC community and fostering meaningful academic exchange between researchers from the Global North and South. My primary goal is to increase the number of Brazilian participants in EMAC's Spring and Fall Conferences, as well as in other EMAC initiatives, while contributing to a more diverse, inclusive, and intellectually vibrant network.

Brazil has a dynamic and growing marketing research community with strong theoretical and methodological contributions to offer. However, Brazilian scholars—especially early-career researchers—often face structural barriers to international engagement, including limited access to global academic networks. As National Representative, I will

actively promote EMAC opportunities within Brazilian universities, research groups, and doctoral programs, emphasizing the value of participation in conferences, special interest groups, and collaborative projects.

A key pillar of my agenda is the engagement of younger researchers. I aim to encourage doctoral students and junior faculty to submit their work and become long-term members of the EMAC community. Strengthening this pipeline will ensure sustained Brazilian participation over time.

Additionally, I will work to deepen dialogue between scholars from the Global North and South. Brazilian research often addresses emerging market contexts, inequality, sustainability, and digital transformation in unique ways that can enrich theoretical development globally. By facilitating connections and collaborative initiatives, I will contribute to making EMAC a more globally representative and intellectually plural community.