

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 2010, I have been an active EMAC member, beginning with the Doctoral Colloquium and regularly attending the annual conference. Since 2019, I have co-chaired the Digital Marketing SIG, organizing online seminars, leading the annual conference panel, and fostering a vibrant LinkedIn community connecting digital marketing scholars and practitioners.

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

I am an Associate Professor of Marketing at Maastricht University. My research focuses on digital advertising, multichannel customer journeys, and corporate digital responsibility, and has been published in leading journals such as Journal of Marketing Research, Journal of Retailing, Journal of Service Research, and International Journal of Research in Marketing. I have received the MSI Best Paper Award and won the Wharton Customer Analytics Initiative Data Competition, alongside securing competitive research funding (e.g., Google, MSI). Through editorial service, conference organization, doctoral supervision, and leadership of academic initiatives, I actively foster collaboration, dialogue, and impact within the European marketing community.

Your Policy Statement (300 words)

The Netherlands has a vibrant and internationally visible marketing research community and a long-standing and close relationship with EMAC. Scholars from Dutch universities have contributed to EMAC for many years through conference participation, service roles, and the organization of major EMAC events. I have always aimed to actively support EMAC and its activities, including contributing to the organization of the 2016 EMAC Annual Conference in Groningen. In addition, I currently serve as co-chair of the EMAC Special Interest Group on Digital Marketing. As National Representative, I would seek to further strengthen the connection between the Dutch marketing community and EMAC.

An important responsibility of the National Representative is to facilitate communication between EMAC members in the Netherlands and the EMAC Executive Committee. I would aim to support an active and constructive feedback loop by sharing perspectives and ideas from the Dutch marketing community with the Executive Committee, while also

communicating relevant EMAC initiatives and opportunities to colleagues in the Netherlands. In the past, I have contributed in this way by providing constructive feedback to the Executive Committee on issues relevant to our community.

Through my regular interactions with colleagues across Dutch universities—through research seminars, collaborations, and other academic exchanges—I would also aim to encourage broad participation in EMAC activities and help ensure that colleagues remain informed about EMAC initiatives.

Finally, I would place particular emphasis on encouraging PhD students and early-career researchers in the Netherlands to become involved in EMAC. Participation in the EMAC Annual Conference, the EMAC Doctoral Colloquium, and EMAC Special Interest Groups provides valuable opportunities for young scholars to present their research and build international networks..