

Statement for the EMAC position of vice-president Membership And Communication

Name: Dr. Rafailia Nikoletta Kallioupi

Address: Athens, Greece

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

I have been actively involved with the European Marketing Academy as a conference participant, reviewer, and candidate in the EMAC National Representative elections for Greece. My engagement includes presenting research at EMAC conferences, supporting the peer-review process, and promoting EMAC activities within the Greek academic community and international research networks.

Your Personal Buy-in (100 words) (your professional background – a short C.V.)

Dr. Rafailia Nikoletta Kallioupi is Adjunct Assistant Professor at the National and Kapodistrian University of Athens and Senior Lecturer in international academic programmes delivered in collaboration with UK universities. She holds a PhD in Business Administration and Organizations from the National and Kapodistrian University of Athens, awarded with distinction, focusing on digital consumer behaviour, AI-driven influence, and inclusive marketing.

Her research lies at the intersection of marketing, behavioural sciences, and digital transformation. She has published in international journals and presented her work at major academic conferences including EMAC. She serves as reviewer for EMAC and the British Food Journal (SSCI-indexed, Emerald Publishing) and held academic leadership roles coordinating postgraduate programmes, research initiatives, and international conferences.

Your Policy Statement (300 words)

The European Marketing Academy has developed into one of the most vibrant academic communities in the field of marketing, bringing together scholars from diverse backgrounds, cultures, and methodological traditions. As Vice-President for Membership and Communication, my goal would be to further strengthen this community by enhancing connectivity, inclusivity, and engagement among EMAC members.

First, I believe that membership value must remain at the center of EMAC's strategy. Strengthening communication channels with members—through digital platforms, newsletters, and collaborative initiatives—can help ensure that scholars feel actively involved in the association throughout the year, not only during the annual conference. Transparent, consistent communication is essential to maintain a strong academic community.

Second, I would prioritize stronger collaboration with National Representatives. These representatives play a crucial role in connecting EMAC with national academic communities. Supporting their activities, facilitating knowledge exchange among them, and encouraging initiatives that promote EMAC within different countries can significantly expand the association's reach and impact.

Third, I see significant potential in strengthening Special Interest Groups (SIGs) as hubs of intellectual collaboration. SIGs allow scholars to connect around shared research interests, develop research networks, and foster interdisciplinary dialogue. Supporting their visibility and communication can further enhance research collaboration across EMAC members.

Finally, I believe EMAC should continue to cultivate a welcoming environment for early-career researchers and emerging scholars. Encouraging participation, mentorship, and networking opportunities will help sustain the vitality of the academic community and ensure its long-term growth. With my experience in academic leadership, international collaboration, and marketing communication, I would be honored to contribute to strengthening EMAC's membership engagement and communication strategy.