

# STATEMENT FOR THE POSITION OF EMAC VP MEMBERSHIP AND COMMUNICATION

**Morana Fuduric**

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## **Your Contribution to EMAC (Activities Involved)**

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I have been an active EMAC member since 2015, participating in numerous EMAC Annual and Regional Conferences, Climber Community events, and doctoral and early researcher activities. In 2018, I was honoured to receive the EMAC Junior Faculty Visiting Program (JFVP) scholarship, which I consider a defining moment in my academic career. I served as Organizing Committee Chair for the 11th EMAC Regional Conference in Zagreb, Croatia (2020), and as co-guest editor for the EMAC–EJM Special Issue on the Dark Side of Social Media.

Since 2023, I have served as EMAC VP Membership and Communication - a role that has allowed me to contribute to the growth, visibility, and sustainability of the organisation in meaningful and measurable ways.

## **Your Personal Buy-In**

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I am an Associate Professor at the Marketing Department, Faculty of Economics & Business, University of Zagreb. I received my Ph.D. in Communication Sciences from the Università della Svizzera italiana. In 2018, I was awarded the EMAC JFVP Award and spent six months at Northwestern University, working on the Local News Initiative and projects related to online digital platforms and content marketing.

My research applies survey, experimental, and data-driven methods to investigate the antecedents and consequences of media consumption and technological disruption. My current research interests focus on computational advertising, data-driven marketing, integrated marketing communications, and digital media consumption.

Having experienced EMAC first as a student, then as an early-career researcher, a conference organiser, and now as a member of the Board of Directors, I have a deep appreciation for what EMAC means at every stage of an academic career with a clear sense of what it can still become.

## **Your Policy Statement**

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When I took on the role of VP Membership and Communication in 2023, EMAC had 953 members. In 2026, we have 1,412 which is the largest membership base to date, representing an average year-on-year growth rate of approximately 14%, and a total increase of over 48% in three years. This growth was the result of deliberate, sustained effort across every dimension of membership and communication, and a good collaboration with other board members.

Over the past mandate, we undertook a comprehensive rebranding of EMAC in celebration of its 50th anniversary — a new logo, a modernised visual identity, and a fully redesigned website

that better reflects the organisation's standing and ambitions. We launched the EMAC Monthly Recap newsletter, which now reaches members regularly with relevant updates, opportunities, and highlights from the community. Our LinkedIn presence has grown to nearly 10,000 followers, expanding EMAC's reach and visibility well beyond its membership base into the broader marketing and business community.

We also invested in the richness and diversity of our community. Four new Special Interest Groups were established — in Pricing, Luxury Marketing, Creator Economy, and, for the first time in EMAC's history, a joint-partnership SIG with the European Advertising Academy (EAA) in Advertising and Marketing Communication. In collaboration with our VP Publishing, we launched the EMAC Insights Book Series — a new publishing initiative developed in direct response to member requests, which further extends the value EMAC provides to its academic community.

If re-elected, I intend to build on these foundations. My priorities for the next mandate are to continue expanding and diversifying the membership base; to deepen and formalise partnerships including the ongoing collaboration with EAA and additional partnerships currently under development; to further strengthen communication with National Representatives and SIG Chairs; and to launch new initiatives that support research opportunities, with particular attention to early-career and underprivileged researchers who stand to benefit most from what EMAC has to offer.

EMAC's strength has always come from its community. My goal is to make that community larger, more connected, and more supportive — so that every member, at every stage of their career, feels the full value of belonging to this organisation. I am proud of what we have built together, and I am eager to continue this work.