

Statement for the EMAC position of Vice-President Publications

Name: Michael Haenlein

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

I have been an EMAC Member for 18 years, since 2008. From 2019-2022, I served on the EMAC Steering Committee as VP Corporate Relationships, where I supported the creation of the EMAC-Sheth Foundation Sustainability Research Competition. Since May 2023, I have served as VP Publications, where I coordinated the appointment of the current editor-in-chief Koen Pauwels, renegotiated our contract with Elsevier, and created a new collaboration with Springer Nature, resulting in the European Marketing Insights Book Series.

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

I am a Professor of Marketing at ESCP Business School in Paris (France), hold the Chair of Responsible Research in Marketing at the University of Liverpool Management School (UK), and am an Adjunct Professor at Trinity Business School of Trinity College Dublin (Ireland). My main area of expertise is the impact of new technologies on firms, consumers, and marketing systems. I am an Associate Editor at the Journal of Marketing, JAMS, and IJRM. I am the President-Elect of the Academic Council of the American Marketing Association (AMA). At ESCP Business School, he is the Academic Director of the Executive DBA Programme.

Your Policy Statement (300 words)

Given that I negotiated a new contract with Elsevier, the publisher of IJRM, in my current tenure as VP Publications, I see three main areas of focus should I be re-elected as VP Publications:

First, the search for a new editor-in-chief of IJRM. I believe it is essential to take a broad perspective on potential candidates for both editor-in-chief and co-editor positions and to represent the entire membership of EMAC, while ensuring the candidates considered have the necessary academic reputation. Specifically, I think it is important to focus on candidates with strong roots in Europe and an openness to the various research topics and approaches that make up the EMAC member base. I plan to appoint a selection committee in accordance with EMAC guidelines and to begin the search for a new editor-in-chief soon after being elected.

Second, I want to make sure that EMAC offers publication opportunities for its members besides IJRM. I do not believe that creating a new academic journal is the best option for this. Instead, I focused my first term on creating the EMAC book series in collaboration with Springer Nature, and I plan to extend this collaboration should I be reelected. This includes potentially publishing two conference-related books per year (one for the spring and one for the fall conference) or encouraging members to submit proposals for other book formats that fit into the series (e.g., managerial books, textbooks). I believe it is important to offer publication opportunities for all our members that take into account what is valued in different institutions, as well as the significant heterogeneity in research environments our members face.

Third, I believe we should more strongly embrace the fact that a research project does not stop once an article or book chapter has been published. In this spirit, I want to work with IJRM to improve our transmission activities so that our research has a real impact on managers, policymakers, and consumers after publication.