

Statement for the EMAC position of National Representative

Name: Ricardo Limongi

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Your EMAC Experience

Although a relatively recent EMAC member (12 months), I have already contributed actively to the Academy by presenting research at the 2025 EMAC Conference and serving as a reviewer for the conference proceedings. I also serve as a reviewer for the International Journal of Research in Marketing (IJRM).

Your Professional background-a short CV)

Ricardo Limongi is Associate Professor at the Federal University of Goiás (UFG), Brazil, where he coordinates the HI-Lab (Hybrid Intelligence Laboratory). He holds a PhD from FGV/SP (2017), with a period at Cornell University, and two concurrent post-doctorates. He is Editor-in-Chief of the Brazilian Administration Review (BAR) and holds a CNPq Productivity Fellowship. His research focuses on hybrid intelligence, AI in marketing, consumer behavior, and algorithmic decision-making. He teaches in MBA programs and coordinates a postgraduate specialization in AI and Data Science, bridging academic research and practical applications.

Your Policy Statement (300 words)

Brazil is home to one of the most vibrant and rapidly growing academic communities in Latin America, with strong research output in marketing, consumer behavior, and the increasingly relevant intersection of artificial intelligence and business. As National Representative, my primary mission it is connecting Brazilian researchers with the European and global marketing community and making EMAC's value visible and accessible across Brazil.

My strategy rests on three pillars. First, visibility and outreach: I will actively promote EMAC membership and conference participation among Brazilian universities, leveraging my existing networks in graduate programs, research groups, and national associations. I will use my editorial role at BAR and my presence in academic events to position EMAC as the natural international home for Brazilian marketing scholars, and even my digital insertion in Instagram with more than 15.7k followers and 5.9k in Youtube.

Second, representation and feedback: Brazil brings a unique perspective to global marketing discussions — from emerging market dynamics to the integration of AI and hybrid intelligence in consumer research. I will ensure the EMAC Board of Directors receives consistent, constructive feedback from the Brazilian community, helping shape an agenda that is truly global in scope.

Third, collaboration and liaison: I will work to strengthen ties between EMAC and Brazilian national organizations, fostering joint initiatives, special sessions, and collaborative research opportunities that benefit members on both sides.

Having recently experienced EMAC as both a presenter and reviewer, I understand the Academy's culture and standards. I am committed to serving with dedication, transparency, and academic rigor. It would be an honor to represent Brazil in this role and to contribute to EMAC's mission of advancing marketing science across borders.