Announcement: New IJRM Editor-in-Chief

I am very pleased to announce that Professor Tammo Bijmolt has been selected to serve as the next Editor-in-Chief of the *International Journal of Research in Marketing* (IJRM). He was selected from a strong set of nominations by a committee comprising Alina Sorescu, Morana Fudurić, Ajay Kohli, and Michael Haenlein (Chair). The Committee thanks all nominees for their interest in this important position. Professor Bijmolt will serve a three-year term beginning in summer 2027.

Tammo H.A. Bijmolt is Professor of Marketing Research at the University of Groningen, the Netherlands. His research spans a broad range of marketing topics, including customer behavior, retailing, e-commerce, and marketing effectiveness, with a particular interest in quantitative research methods and meta-analysis. He has published extensively in leading marketing journals, including the *Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Consumer Research,* and *International Journal of Research in Marketing*. His research has received several awards, including the IJRM Best Paper Award and the Jan-Benedict E.M. Steenkamp Award for Long-Term Impact in 2017. In 2026, he received the EMAC Distinguished Marketing Scholar Award.

Tammo has been closely involved with both IJRM and the European Marketing Academy (EMAC) for many years. He has served as Associate Editor of IJRM. He has also served on the editorial boards of several leading marketing journals. He was President of EMAC from 2021 to 2024 and served as Vice-President Conferences prior to that. He also co-hosted the EMAC Spring Conference in Groningen in 2017.

Tammo is in the process of assembling his co-editor team, which will be announced separately. The new editors will be introduced at the 2027 EMAC Spring Conference and will begin processing submissions in summer 2027, with the precise handover date to be decided together with Professor Koen Pauwels, the current Editor-in-Chief, and his team.

On behalf of the entire EMAC community, I would like to take this opportunity to thank Koen Pauwels and his co-editors, Eric Arnould, Sharon Ng, and Stefan Wuyts, for the significant time and effort they have devoted to leading IJRM over the last few years. I look forward to working with Tammo and wish him and his team every success.

Michael Haenlein
Vice-President Publications, EMAC