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**Final Report on Participation: EMAC conference, Bath (02.-05.06.2026.)**

Dear Mrs Assoc. Prof. MMag. Dr. Rausch,

I am happy to submit report from the 55<sup>th</sup> EMAC – 55th annual conference of European Marketing Academy) that took place 2 to 5 June at the Bath School of Management, University of Bath, United Kingdom. I came back from the conference with new valuable insights and further clarity regarding my paper writing and publishing strategy. The following text provides overview of my participation in the conference.

I submitted and presented part of my working paper written with my supervisor Professor Grabner-Kräuter titled Local Residents' Perceptions of Sustainability of Peer-to-Peer Accommodation in Their Neighborhood. This mini paper is one of four conducted qualitative studies regarding stakeholder perceptions – they will all form one paper submission. I presented part of Tourism marketing track during the session Destination Sustainability where I shared my current state of work and preliminary findings on stakeholder perceptions of local residents.

The presentation was followed by constructive questions from the audience that included peers who are both doctoral students and experienced professors from the tourism marketing field. Additionally, my supervisor and I as well as other session participants all gathered around the mini round table organized by Professor Dimitros Buhalis who gave practical information about the publishing strategy and how to improve the paper quality. In this way, I received first-hand input from academic peers to additionally improve my paper and to focus further on overall research project.

Remaining conference days, I participated in meet the editors sessions and tracks where I received fresh information on various marketing and sustainability topics that included practical tips on what to focus when writing paper for journal submission but also heard about innovative research in marketing. This can help me construct how I approach my own research. I appreciated Meet the Editors 2 & 3 sessions where I heard what would be good strategy to publish in well-known marketing journals.

Furthermore, throughout the conference during the coffee and lunch breaks as well during the social events I got to network with my supervisor as well as professors to which work I look up to. As the conference was quite big, with over than 1200 participants, with help of Whova app I managed to book several meetings with professors and colleagues with whom I exchanged different ideas and received additional helpful information that can contribute to my doctoral journey. It was good to share casual conversations with academics who are much more experienced. This conference was also nice for social aspect where I can talk to different people and get further advice for my research but in slightly more casual setting. Finally, Bath is a lovely city full of history and it was a pleasure to explore it during less formal parts of the conference.

To conclude, throughout my participation in EMAC 2026 I gained new information and practical and theoretical insights from experienced researches. I was able to extend my point of view that will further drive my work on the first planned paper but also a second study I plan to conduct. Furthermore, presenting at the conference is additional experience in sharing my research with peers and accounts to my DISS2 application.

I would like to express my sincere gratitude Förderverein der Wirtschafts- und Rechtswissenschaften at the AAU for the financial support of my participation in EMAC 2026. This support contributed significantly to making my participation possible. Below please find a few photos of my participation.



Photo 1.: Presenting in the Destination sustainability session – part of Tourism Marketing Track



Photo 2.: In front of the Chancellors Building where I presented



Photo 3.: Meet the editors 3 session



Photo 4.: Coffee break with traditional English scones, clotted cream and jam



Photo 5.: EMAC goody bag and lanyard



Photo 6: Inside of Bath School of Management



Photo 7.: University of Bath exterior