

EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

EUMMAS Academic Consortium (2020.12/22.3) Code of Conduct

(1) The EUMMAS Academic Consortium (EAC) comprises two or more educational institutions (partners) that work together to meet a specific purpose. The EAC operates under the umbrella of the European Marketing and Management Association (EUMMAS) and is one of the two most important pillars of the Association.

(2) To become a member of the EAC a Partner must sign a Memorandum of Understanding (MoU) with the EUMMAS. By signing the MoU with the EUMMAS, partners are officially joint in an EAC without further signing of MoU separately between each other.

(3) The MoU template is available on the EUMMAS's website as well as the list of current members. The list is presented to the new potential partner before signing MoU.

(4) The EAC is in charge of organizing scientific and research activities and providing networking opportunities to its member institutions. The EAC aims to:

- Increase the number of conferences, round-tables, discussion forums, etc. and support young researchers
- Developing joint research proposals
- Increase the level of internationalization of partner institutions
- Increase student and faculty mobility.

(5) The EAC provides to its members:

- "Ownership" of each conference and events organized by EUMMAS and the host institution, and further institutional branding.
- Participation at the events as key-note speakers, session chairs, etc.
- Staff and student recruiting opportunities at the conference fairs.
- Conferences as pools of scientific papers for journals.
- Participation of MA/PhD etc. students in the Early Career Academic Network.

(6) The President of the EAC is appointed by the President of EUMMAS for a period of two years.

(7) The President:

- Lead the development and oversee the implementation of the EUMMAS Academic Consortium.
- Oversees the work of the subordinating units.
- Liaise with other EUMMAS Officials, with an emphasis on the Honorary Board, EUMMAS Business Consortium, and the leadership team.

- Brings decisions for suggestions brought by the subordinating units i.e. number of key note speakers etc, in accordance to the budget approved by the Association's President.

(8) The President participates in the EAC on a pro bono basis. However, those members who take part in different activities such as EUMMAS events (as keynote speakers, session chairs, or similar), training, or projects are remunerated for their effort. In such cases, the Association bears the travel and accommodation costs and provide per diem allowance and compensation for the work and time invested.

(9) The President and the EAC members are not allowed to take any financial or any other obligations towards third parties on behalf of the Association.

(10) The President and the EAC members are not allowed to use brand EUMMAS and the membership status in the EAC when communicating any sensitive issues including but not limited to religion, race, gender, minorities, politics, etc.