

# EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION EUMMAS

## Academic Council (2020.12/22.6) Code of Conduct

(1) The Academic Council is an elite group of academics whose work has been recognized internationally and who have proved to have extraordinary research, scientific and academic achievements and background, and as such are willing to support the work of EUMMAS. The Academic Council members are committed to the Association's mission and goals.

(2) Members utilize their community image in order to help promote and support the Association. In return, members will be recognized generously in the Association's materials including the promo materials, website, and social media outlets.

(3) Board meetings are held online at least once a year. The members are not required to attend them but are encouraged and welcome.

(4) The Academic Council Members benefit from:

- being recognized at the annual conference;
- receiving a EUMMAS plaque;
- being provided with a letter/certificate indicating the status;
- enjoying all membership benefits except hold office and vote;
- having the opportunity to network with business professionals and leaders;
- being recognized in press releases and media;
- being presented on the Association's website;
- having opportunities to make a positive impact in the community;
- having opportunities to participate in different projects and events.

(5) The participation in the Academic Council is on a pro bono basis. However, the 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.

(6) An individual qualifies for Academic Council Membership if he/she:

- is invited to join Council by the President of the EUMMAS, President of the Academic Council or recommended by a Council member;
- has made significant contributions to science and is recognized as such.

(7) The Academic Council Members:

- advocate and act as EUMMAS Goodwill Ambassadors;
- organize an annual event (conference or round table), hosting world top researchers and businessmen;
- upon recommendation of the Honorary Board, makes the final list of award nominees and presents it to the President of EUMMAS for making the final decision;
- suggest possible nominees to the Council;
- attend Council meetings and events when possible;
- serve on committees or task forces and offer to take on special assignments;
- suggest certain activities and help implement them.

(8) The Academic Council President acts at the same time as a Vice President of the Academic Consortium and is appointed by the President of the Association. Vice Presidents are nominated by the President of the Council. When nominating Vice Presidents, it is important to include members from all continents, taking care of equal gender representation and different academic background. The number of Vice Presidents is not limited but must be even. The President of the Association makes final decision and approves the nominations. President and Vice Presidents act as the Presidency of the Academic Council for the period of two years.

(9) In the decision making process, the decisions are adopted by the majority of the present members. The decisions are made by voting. In case of even number of votes in the decision making process, the vote of the Academic Council President will be decisive.

(10) The President ensures that the Council meets at least twice a year and function properly. He/she prepares materials for the meetings and facilitate the preparations. Vice Presidents provide help upon request. The Academic Council President and Vice Presidents are members of the Nominating Committee and make decisions on new members.

(11) The Council members are informed about the activities of the Association and are welcome to participate.

(12) The membership is for life. It can be terminated by a Member at any time for any reason or by the Association in case of misconduct (para 14 & 15).

(13) The number of Academic Council members is not limited.

(14) Academic Council members are not allowed to take any financial or any other obligations towards third persons on behalf of the Association.

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