



## **European Marketing and Management Association**

5 Knezopoljska Street, 78000 Banja Luka, RS, Bosnia and Herzegovina

*...connecting leaders*

### **DECISION OF THE EUMMAS PRESIDENT 2024.01/26.02 of 26<sup>th</sup> of January 2024**

#### **on the adoption of the Code of Conduct of the Global Development Forum of the European Marketing and Management Association (EUMMAS Global Development Forum)**

THE PRESIDENT OF THE EUROPEAN MARKETING AND MANAGEMENT ASSOCIATION

Having regard to the Statute of the Association

HAS ADOPTED THIS DECISION:

#### *Article 1*

Code of Conduct for EUMMAS Global Development Forum Members:

1. Membership in the EUMMAS Global Development Forum is reserved for eminent figures in their respective fields, including academia, business, public sector, individuals with rich experience in leadership, management, politics, diplomacy, and other relevant domains. Exceptional elite membership is paramount.
2. The President of EUMMAS appoints the President of the Forum, who in turn appoints Vice Presidents and other relevant bodies of the Forum. All appointments are for a term of five years.
3. The Forum operates on principles of transparency, integrity, inclusivity, and mutual respect.
4. Forum sessions occur at least once annually to discuss global development challenges and initiatives.
5. Members are expected to uphold the values and goals of the Forum and the EUMMAS Association.
6. The President of the Forum reserves the right to terminate the membership of any individual acting contrary to the objectives and principles of the Forum and the Association.
7. Members shall engage in constructive dialogue, exchange of ideas, and collaborative efforts to address global issues.
8. Respect for diversity of perspectives, backgrounds, and opinions is paramount within the Forum.
9. Members shall maintain confidentiality regarding sensitive information discussed within Forum sessions.
10. Conflict of interest shall be disclosed and managed with utmost transparency and integrity.
11. Members are encouraged to contribute actively to the initiatives and projects of the Forum.
12. The Forum shall prioritize solutions-oriented discussions and actions aimed at tangible impact on global development.

13. Professionalism and ethical conduct are expected from all members in their interactions within the Forum and beyond.
14. Members shall refrain from engaging in any form of discrimination, harassment, or unethical behavior within the Forum.
15. The Code of Conduct may be subject to periodic review and amendment to ensure its relevance and effectiveness in guiding the conduct of Forum members. By adhering to this Code of Conduct, members of the EUMMAS Global Development Forum affirm their commitment to advancing the goals of sustainable and inclusive development on a global scale.

*Article 2*

This decision shall enter into force on the date of its adoption.

Done at Banja Luka, the 26<sup>th</sup> of January 2024.

PROF. DR. MILE VASIĆ, President