



COLLABORATION AGREEMENT BETWEEN AMS (ACADEMY OF MARKETING SCIENCE) AND AEMARK (ASOCIACIÓN ESPAÑOLA DE MARKETING ACADÉMICO Y PROFESIONAL)

This agreement is made the 12 of April of 2021,

BETWEEN: Mr. ÁNGEL HERRERO CRESPO, as President of the Asociación Española de Marketing Académico y Profesional (hereinafter AEMARK), residing in Murcia, Facultad de Economía y Empresa, Campus de Espinardo, 30100 Espinardo (Murcia) and C.I.F. G-84642537.

AND: Ms. JULIE GUIDRY MOULARD, as President of the Academy of Marketing Science (hereinafter AMS), residing in AMS's central office, c/o College of Business, P. O. Box 3072, Louisiana Tech University, Ruston, LA 71272.

BACKGROUND

- I. AMS began at C. W. Post Center of Long Island University in 1971 under the directorship of the founder Dr. Harold W. Berkman and expanded substantially over the years at both at the national and international levels. Currently, AMS is a full-service, scholarly professional organization. It offers a wide range of services, including a series of conferences and special interest programs and symposia, refereed scholarly journals, a quarterly member newsletter, and conference proceedings.
- II. The purpose of AMS is to promote high standards and excellence in the creation and dissemination of marketing knowledge and the furtherance of marketing practice through a role of leadership within the discipline of marketing around the world.
- III. The AMS statutes, in its title four, state to “further the science of marketing throughout the world by promoting the conduct of research and the dissemination of research results”, which reinforces the search for partners throughout the globe to foster collaboration.
- IV. AEMARK, Asociación Española de Marketing Académico y Profesional, was founded on January 27th, 2006, and registered in the Registro Nacional de Asociaciones (Grupo 1/ Sección 1 / Número Nacional 586873).

- V. The purpose of AEMARK is to provide those interested in the development of Marketing knowledge, whether they belong to the academic or professional context, a venue to stimulate, promote, disseminate and apply Marketing teaching and research.
- VI. The AEMARK statutes, in article 3, section e), state "To promote the establishment and maintenance of scientific contacts with national and foreign institutions that pursue identical or similar purposes"

TERMS

FIRST. It is the object of this agreement to establish the bases of collaboration between AMS and AEMARK that help the development of both associations.

SECOND. This collaboration agreement will be effective as of the date of its signature and will remain in force for a period of two years from that date. After said date, it will tacitly be extended for successive periods of two years, unless one of the parties, at any time, expresses its willingness to terminate it by sending the other a registered letter with acknowledgment of receipt, with at least one month prior to the end of the initial period of validity of the agreement or of each of the extension periods.

THIRD. AMS and AEMARK will facilitate their respective associates the participation, whenever possible, in the life of both associations.

FOURTH. AMS and AEMARK will communicate to all their associates the characteristics and scope of this agreement, as well as inform about the characteristics and objectives of both associations.

FIFTH. By prior agreement of the parties, AMS and AEMARK shall collaborate in the dissemination of activities organized by the associations, as well as jointly organize events whose purpose is to inform and publicize the objectives of both associations.

SIXTH. In order to provide greater agility in the fulfilment of the agreement and solve the aspects that may arise from time to time, the parties establish a Monitoring Committee that may meet as many times as required. Said Committee shall be made up of the presidents themselves or those persons to whom the presidents delegate, depending on the specific issues to be discussed.

SEVENTH. Failure to comply with this agreement will be sufficient cause for either party to decide the resolution thereof, prior written notice to the other.

And in proof of conformity, the current Collaboration Agreement is signed in duplicate in the place and date above indicated.