

AMA Global Marketing Special Interest Group — Bylaws

The following bylaws govern the operations, membership, and leadership of the **AMA Global Marketing Special Interest Group**.

I. Naming of the Group

AMA Global Marketing Special Interest Group

II. Focus

The AMA Global Marketing Interest Group is for those who want to begin or continue to explore the field of global marketing. The purpose of the group is to foster a dialogue and expand knowledge on global marketing issues among academics, business people, and government representatives.

The group is designed to meet the needs of faculty who:

- Have been teaching international marketing and want to explore specific issues in more depth
- Would like to incorporate global marketing issues into their existing marketing courses
- Would like to conduct international marketing research
- Would like to exchange ideas regarding international marketing teaching and/or research issues
- Would like access to international marketing resources that could be used for research and/or classroom activities

III. Goals

The goals of the AMA Global Marketing Special Interest Group are to:

- Promote recognition of global marketing as a distinct area of study within the American Marketing Association
- Foster research, teaching, and the development of educational programs and materials in the area of global marketing
- Promote the exchange of information, ideas, and experiences relating to global marketing teaching, research, and practice
- Provide a forum for discussion and interaction on global marketing issues at AMA conferences
- Work collaboratively with other AMA SIGs, divisions, and related professional groups to advance global marketing scholarship

IV. Membership

Membership in the AMA Global Marketing Special Interest Group is open to all members in good standing of the American Marketing Association. There are no additional dues required for SIG membership beyond the standard AMA membership.

V. Board of Directors and Officers

The AMA Global Marketing Special Interest Group is governed by a Board of Directors elected from among the membership.

Officers:

- **Chair** — Serves a two-year term; provides overall leadership and represents the SIG to the AMA
- **Vice-Chair / Chair-Elect** — Serves a two-year term; supports the Chair and prepares to assume the chair role
- **Past-Chair** — Serves a two-year term immediately following service as Chair; provides continuity and advisory support
- **Secretary** — Maintains records and communications
- **Treasurer** — Oversees finances and budgeting
- **Vice-Chair of Membership** — Leads membership development and outreach
- **Vice-Chair of Communications** — Oversees newsletters, website, and external communications

Upon completing active service on the Board of Directors, former Chairs will serve a **three-year term as ex officio members** of the Board.

VI. Sample Activities

The activities of the Global Marketing Special Interest Group will be varied, but in all cases consistent with the objectives of the SIG cited in Article III.

Examples of activities:

- Holding semi-annual meetings of the Board of Directors
- Communicating with AMA members through *Global Interests* (the quarterly newsletter of the AMA Global Marketing SIG)
- Organizing and hosting global marketing symposia, tracks, and sessions at conferences
- Other events where appropriate

Communication and interaction with other AMA SIGs and professional groups are viewed as important activities to the Global Marketing SIG. The SIG will work with such groups as the **Academy of Marketing, Centers for International Business and Research**, etc., as well as journals such as the *Journal of International Marketing*, to achieve its goals.

VII. Finances

A budget shall be formulated by the Global Marketing Special Interest Group Chair for submission to the American Marketing Association per the requirements of the Academic Council of the American Marketing Association.

- **Conference-Related Expenses** (audio-visual requirements, SIG receptions, Board Meetings, etc.) should be approved by the Chair prior to their occurrence
- **Non-Conference Expenses** must be approved by a majority of the voting members of the Board of Directors

Reimbursement for all Global Marketing Special Interest Group expenditures shall be coordinated through the Chair, or Treasurer, who will requisition funds from the AMA.

VIII. Amending the Bylaws

Amending the bylaws of the Global Marketing Special Interest Group will follow the following procedures:

- 1 Recommendations for a specific bylaw change, or addition, should be presented **in writing** to the Chair of the SIG.
- 2 The Chair will then present the proposed changes to the Board of Directors.
- 3 Proposals for changes to the bylaws receiving **majority support** of the voting members of the Board will be approved.