



AKADEMISCHE MARKETINGGESELLSCHAFT E.V.

Academic Marketing Association *In Brief*



Character

Incorporated on February 4th, 2006 in Germany as a non-profit association, the “Akademische Marketinggesellschaft” (Academic Marketing Association) was founded by a group of current and former doctoral students of HHL Leipzig Graduate School of Management. The main aims of the association are to promote science, research and education at HHL’s SVI-Endowed Chair of Marketing and to intensify the exchange of experience between entrepreneurial marketing practice and marketing science.

The “Akademische Marketinggesellschaft” is a platform for professional, scholarly and personal exchange of current and former postgraduates in Marketing Management at HHL as well as associated persons and organizations. Many of its members are nowadays top executives in well-known companies, senior consultants or partners in the top 5 consultancies, CEOs in their own companies or professors at German universities.

Goals and Purpose

The goals of the association are:

- Initiation and organisation of academic conferences and research projects
- Awarding of research assignments
- Distribution of latest research results
- Launch and bestowal of awards for excellent performances in Marketing
- Financing of participation in scientific marketing conferences
- Cooperation with universities, organizations and people

These goals are so far realised together with the members of this association as well as with HHL Leipzig Graduate School of Management.

Current Activities

- **Biannual meetings and doctoral colloquia** for society members: Dialogue among current and former postgraduates and thus between experts from marketing practice and academia on current issues in the fields of marketing
- **Financially support** of educational trips, seminars and conference attendances
- **Publication** of a books on current perspectives in marketing management
- Tendering and awarding of a **marketing prize**

Organizational Structure

- Prof. Dr. Oliver Klante (Chairman)
- Prof. Dr. Elmar Günther (Vice-Chairmen)
- Prof. Dr. Manfred Kirchgeorg
- Dr. Gunther Greven
- Rico Bornschein (Managing Director)

The contributions of all members of the Academic Society are voluntary. Daily administration rests with the Managing Director.

Contact

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