



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 Management and Sustainability 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 and Sustainability 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 association pursues the following goals:

- Initiation and organization 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

So far, these goals have been realized together with the members of the association as well as with the HHL Leipzig Graduate School of Management.

Current Activities

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

Organizational Structure

- Prof. Dr. Oliver Klante (Chairman)
- Prof. Dr. Anna Heszler (Vice-Chairmen)
- Prof. Dr. Manfred Kirchgeorg
- Dr. Alexander Kolano
- Nicole Brühl (Managing Director)

Contributions by all members of the Academic Society are voluntary. The day-to-day administration is the responsibility of the Executive Director.

Contact

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