

## Memorandum of Agreement

Center for Data Science and Service Research (DSSR) of Graduate School of Economics and Management, Tohoku University and Department of Marketing, Smith School of Business, University of Maryland at College Park hereby agree to undertake research collaboration for developing mutual beneficial and productive research activities in the field of marketing, data science and service research, including the following activities.

1. Both organizations agree to promote joint research project
2. Each organization may accept research fellows and graduate students from each other as visiting researchers and visiting students for the promotion of joint research and related activities, at no cost to the organization hosting the visitors
3. This agreement will be effective from the date of signing until March 30, 2017.

Center for Data Science  
and Service Research,  
Graduate School of Economics  
and Management, Tohoku University



Nobuhiko Terui  
Director  
Date: June 3, 2013

Department of Marketing  
Robert H. Smith School of Business  
University of Maryland



P. K. Kannan  
Area Chair, Department of Marketing  
Date: June 3, 2013