



Memorandum of Agreement

Center for Data Science and Service Research (DSSR) of Graduate School of Economics & Management, Tohoku University, Japan, and Marketing Research Center of Korea University Business School, Korea hereby agree to undertake research collaboration for developing mutually beneficial and productive research activities in the field of marketing, data science and service research-related area, including the following activities.

1. Both organizations agree to promote joint research project and sharing updated information in the field designated above.
2. Each organization may accept research fellows and graduate students for other organization for the promotion of joint research and related activities.
3. This agreement will be effective from the date of signing until March 30, 2017.

signed by

Nobuhiko Terui, Ph.D.
Director
Center for Data Science and Service
Research, Graduate School of
Economics & Management, Japan

Date: 6/11/2013

signed by

Jae Wook Kim, Ph.D.
Director
Marketing Research Center, Korea
University Business School, Korea

Date: 6/11/2013