

**Doctoral Students Special Interest Group (DocSIG)**  
(Revised: October 23<sup>rd</sup>, 2008)

**ARTICLE I. THE NAME “DocSIG”**

1. The name of the organization shall be the “Doctoral Students Special Interest Group,” hereafter referred to as DocSIG.

**ARTICLE II. THE MISSION OF DocSIG**

1. DocSIG is created by and for marketing doctoral students. The need for DocSIG arises from the needs of doctoral students, specifically.
  - a. DocSIG seeks to provide a supportive and friendly environment for students of marketing to interact.
  - b. DocSIG seeks to provide opportunities in which students develop professional skills in the areas of research, writing, teaching, presenting, reviewing, consulting, and other applied activities.
  - c. DocSIG seeks to provide opportunities in which students develop relations, credentials, and competencies that aid in placement and career development.
  - d. DocSIG seeks to serve as a forum in which the personal and professional interests of students are communicated, and if shared, pursued with the support of the DocSIG membership.
  - e. DocSIG seeks to add value to the larger professional community of those interested in marketing studies by aiding and advocating the development of peer networks.
2. DocSIG was founded through a grass-roots initiative intended to respond to the needs of marketing students. As such, DocSIG values and seeks to facilitate the development of new initiatives which meet the changing needs of marketing students.
3. DocSIG is organized exclusively for educational purposes under Section 501 © (3) of the Internal Revenue Code of 1954 or the Corresponding Sections of any future United States Revenue law.

**ARTICLE III. THE VALUES OF DocSIG**

1. DocSIG adopts the following core values to guide members and officers in their decision making and to better understand the aims of the organization:
  - a. DocSIG values multiple perspectives and multiple approaches to studying marketing.
  - b. DocSIG values excellence and creativity in the research, writing, teaching, presenting, reviewing, consulting, and other applied activities of those interested in marketing.
  - c. DocSIG values creativity, divergent views, and meaningful dialogue in its initiatives.
  - d. DocSIG values openness, constructive dialogue, and consensus in its organizing activities.
  - e. DocSIG values friendship and supportive relations among members and in the event of counterproductive conflict, DocSIG values constructive intervention in an effort to retain friendship and support for cohesiveness.
  - f. DocSIG values ethical behavior that is consistent with this document and the American Marketing Association Code of Ethical Conduct.
  - g. DocSIG values the positive and constructive use of Robert's Rules of Order.

#### **ARTICLE IV. THE MEMBERSHIP of DocSIG**

1. DocSIG is organized as a Special Interest Group within the American Marketing Association (AMA).
2. DocSIG is open to all those actively pursuing a Ph.D. in marketing throughout the world. This includes students currently involved in class work or research with the intended result of obtaining a doctorate, as well as those pursuing a Ph.D. while employed in academia or industry.
3. DocSIG is specifically targeted to the needs of marketing doctoral students.

4. DocSIG recognizes the transitory nature of its membership. Once a doctoral student has completed the requirements for obtaining the Ph.D. , they will become “emeritus” members for a period of one year. Membership in DocSIG will then be terminated.

## **ARTICLE V. THE STRUCTURE OF DocSIG**

1. OFFICERS—The officers of DocSIG shall be Chair, Chair-elect, Vice President of Research Vice President(s) of Communications, Vice President of Technology (Webmaster), and the AMA Academic Council Faculty Liaison.
  - a. The Chair shall preside at all DocSIG meetings, present a report on the status and progress of DocSIG at the annual meeting, and have vested authority for the operation of DocSIG affairs. The Chair will oversee DocSIG interactions with AMA and the other SIGs. The Chair is also responsible for coordinating or assigning coordinators for DocSIG events, meetings, and/or sessions at regular AMA conferences. The Chair will guide and coordinate the activities of the other officers and committees named in this Charter.
  - b. The Chair-elect will act for the Chair in the Chair’s absence and perform such other duties as may pertain to this office. The Chair-elect will coordinate the Executive Committee’s handling of proposals for DocSIG Initiatives outlined in the By-Laws. The Chair-elect is also responsible for updating and distributing the DocSIG Charter and By-Laws to those who need copies.
  - c. The Vice President of Research will be responsible for gathering and analyzing the annual Who Went Where survey. The Vice President of Research will also compile results into a document to distribute via the website. Additionally, the Vice President of Research will assist in preparing presentations regarding the WWW survey for DocSIG conference presentations. If present, the Vice President of Research will also be the key presenter for conference events involving the Who Went Where data.
  - d. The Vice President(s) of Communications will keep the minutes of the physical or electronic Executive Committee meetings and the annual business meeting of DocSIG. The key responsibility of the Vice Presidents of Communications is to maintain and operate the MRKT-PHD listserv, email list and list archives
  - e. The Vice President of Technology will update and maintain the DocSIG website on a regular basis. In addition, the Vice President of

Technology will assist with other technology-based projects (e.g., implementation of the annual Who Went Where survey).

- f. The AMA Academic Council Faculty Liaison will act as a pedagogue and provide guidance and support to the current officers
- g. Officers are expected to maintain Internet addresses and subscribe to the marketing doctoral student list in order to conduct DocSIG business.

## **ARTICLE VI. NOMINATION, ELECTION, AND TENURE OF OFFICERS**

1. Officer candidates shall be nominated by a nominating committee composed of 2 DocSIG member volunteers and chaired by the Vice President.
  - a. Eligibility: All individuals having been members of DocSIG for one year or are recorded as having attended at least one DocSIG meeting conducted at either the AMA Winter or Summer Educators' Conference are eligible. Eligibility of members for office may be further specified or constrained by other DocSIG responsibilities as stated in the By-Laws. All officers must be PhD candidates for entire term of office.
  - b. The Nominating Committee shall solicit nominations for each officer position from the membership at large.
  - c. The Nominating Committee will confirm nominee interest and get biographical information from them. This will be disseminated to DocSIG members electronically via the MRKT-PHD mailing list and in writing if requested by particular member.
  - d. The Nominating Committee will prepare a ballot.
2. Officer elections will be conducted by an election committee composed of 2 DocSIG member volunteers. The election shall be completed by the last of April annually.
  - a. Elections will be held during a two week period during the month of April. Ballots will be accepted by mail or electronic mail. All members of DocSIG are eligible to vote. Election to office will be by a simple majority of the votes cast.

- b. In contests where no candidate receives a majority of the votes cast, a runoff election will be held between the two candidates who received the most votes.
3. The officers of DocSIG shall be elected for a one year term of office. Terms of office officially begin the last day of the AMA Summer Educators' Conference or September 1 in the event the annual conference is not held in July or August.
4. Chairs and Chair-elects are limited to two terms in each said office.

## **ARTICLE VII. GOVERNANCE**

1. DocSIG will be governed with a dual board structure.
  - a. The elected officers will constitute the Executive Committee. The Executive Committee acts to carry out this Charter and By-Laws. The Executive Committee acts on behalf of the organization and membership when the membership is not in session. The Executive Committee will develop policies and procedures in accord with this Charter and By-Laws to carry out their work. The Executive Committee will oversee all DocSIG initiatives. The Executive Committee will always act with the best interests and intentions of the membership in mind, and always act within the guidelines of DocSIG's Charter, By-Laws, and AMA Code of Ethical Conduct.
  - b. The most recent past members of the DocSIG executive committee will constitute the Advisory Board. Upon the ascension of a new chair, the outgoing chair will begin a five-year term as a member of the advisory board, if he/she is willing. The Advisory Board will offer guidance, provide assistance, and supply institutional memory to the Executive Committee, and DocSIG in general. The Advisory Board will always act with the best interests and intentions of the membership in mind, and always act within the guidelines of DocSIG's Charter, By-Laws, and AMA Code of Ethical Conduct.
2. Meetings may be conducted at any multinational AMA conferences or through electronic channels. An electronic meeting will only be considered public if entirely conducted on the marketing doctoral student electronic mailing list (MRKT-PHD).

## **ARTICLE VIII. AMENDMENTS**

1. This Charter may be amended at any time by a two-thirds vote of the members voting in a regularly scheduled election.
2. Proposed amendments to this charter may be placed on the ballot upon written request supported by 30% of the current membership of DocSIG.
3. Proposed amendments to this charter must be introduced and discussed by the membership on the marketing on the marketing doctoral student electronic mail list (MRKT-PHD).
4. Other operating documents such as by-laws, and policies and procedures, will be adopted by the membership to guide the efficient operation of this organization.

## **ARTICLE IX. IMPEACHMENT**

1. If 30% of the membership so petition the Advisory Board, a special meeting of the membership may be called to begin impeachment proceedings against one or more of the officers. The Advisory Board will clearly set forth impeachment procedures before any special meeting is scheduled.

## **ARTICLE X. DISSOLUTION**

1. DocSIG may be dissolved by a two-thirds vote of the current members.

## **ARTICLE XI. BY-LAWS**

1. The conduct of DocSIG business and affairs shall be governed by the by-laws.
2. The provisions of the by-laws may not be interpreted to conflict with the provisions of this charter from which they derive their sanction.

## **ARTICLE XII. FOUNDING ELECTION**

1. The initial election for DocSIG Officers will be conducted immediately upon enactment of the DocSIG Charter and DocSIG By-Laws. The election will be coordinated by

members of the Provisional Leadership Council involved in developing the original Proposal to Create an AMA Special Interest Group for Marketing Doctoral Students.

2. The initial five Board of Directors will be elected and may not include current Officers. The order of tenure for initial board members will be determined by the number of votes received. The director with the highest total will service five years, next highest four years, and so forth.
3. Initial Eligibility: All current doctoral students in good membership standing with AMA are eligible for nomination in the initial election.

## **ENACTMENT**

The Doctoral Students Special Interest Group (DocSIG), the DocSIG Charter, and the DocSIG By-Laws are hereby enacted this 16<sup>th</sup> day of October, 1995.

## **DocSIG BY-LAWS**

### **Chapter 1. INITIATIVES**

1. Initiatives are programs or services that are sanctioned by DocSIG for the benefit of marketing doctoral students. Initiatives can be short-term, long-term, or permanent in nature. Such initiatives include, but are not limited to, DocSIG's charter initiatives: the annual meeting, the electronic mailing list, and the mentoring program. Any member of DocSIG may develop and present a new initiative to the executive committee.
2. All initiatives require one week of public discussion (via MRKT-PHD) followed by a two-thirds vote of favor by the executive committee. The proposals of ratified initiatives serve as their organizing documents and as addendum to these by-laws as long as the initiative is in existence.
3. Initiatives involving a new standing committee or financial support of DocSIG must be presented to the membership for a vote following executive committee ratification. A majority of those voting is required for ratification.

4. Initiative proposals must specify: their purpose (in particular, the student need being served) and duration; the human, fiscal, and physical resources needed; the impact of the proposed initiative on existing DocSIG policies, programs, and services.
5. DocSIG support gives an initiative the right to use the DocSIG name and communication channels to promote the initiative. DocSIG support does not guarantee financial support.
6. DocSIG support may be withdrawn from short-term initiatives by a two-thirds vote of disfavor by the executive committee at any time without providing notification or cause. Cancellation of an initiative involving a standing committee or financial support of DocSIG requires approval of the membership.

## **Chapter 2. ANNUAL BUSINESS MEETING**

1. During the annual AMA Summer Educators' Conference there will be an annual meeting for receiving reports and transacting other business of DocSIG. The annual business meeting will be open to all members. The members who attend the annual business meeting shall constitute a quorum.

## **Chapter 3. DUES**

1. The annual dues will follow the policies and practices established by AMA for student members.
2. Additional charges may be established by specific initiatives in accordance to AMA policies and practices.

## **Chapter 4. DATA USAGE POLICY for WHO WENT WHERE DATA**

1. A formal policy will exist regarding data ownership for the Who Went Where survey data. This policy shall be posted on the DocSIG website. Respondents for the Who Went Where survey should be informed as to the location of this policy.

2. Access to respondent data will be limited to DocSIG officers who are directly involved with data collection, analysis and publication of survey results, specifically, the VP Research and VP Technology.
3. Changes to this policy must be discussed and approved by the DocSIG officers and advisory board.

## **Chapter 5. AMENDMENTS TO BY-LAWS**

1. These by-laws may be amended by a referendum held within an announced two week period. Ballots will be accepted by traditional or electronic mail. All members of DocSIG are eligible to vote. Amendments to the by-laws will be approved by a simple majority of the votes cast.
2. Proposed amendments to these by-laws may be put to a referendum vote upon written request supported by 30% of the members of DocSIG or two-thirds of the executive committee.

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