

DATE 24 DAY AUGUST 2022



UMS
UNIVERSITI MALAYSIA SABAH



LETTER OF INTENT

UNIVERSITI MALAYSIA SABAH

AND

UNIVERSITAS NEGERI JAKARTA

Letter of Intent for the Research Collaboration between Universiti Malaysia Sabah and D4 Digital Marketing Study Program Faculty of Economics Universitas Negeri Jakarta.

Whereas the representatives of:

The Universiti Malaysia Sabah, a university established under the laws of Malaysia and having an address at Jalan UMS, 88400 Kota Kinabalu, Sabah, Malaysia as for the purpose of this Agreement is represented by its Faculty of Business and Economics (hereinafter referred to as "UMS").

D4 Digital Marketing Study Program Faculty of Economics Universitas Negeri Jakarta having its address at Jl. Rawamangun Muka, Jakarta Timur, Indonesia (hereinafter referred to as "D4 Digital Marketing FE UNJ"); AND

Have met and commenced discussions concerning collaborative research and development activities which are hereby particularized in this Letter of Intent as follows:

1. The collaboration between the Parties shall be undertaken with the objective of promoting research and development endeavor to increase international recognition.
2. The Parties recognize that there is a need for greater participation by university scholars in research, education and information exchange in conducting joint webinar, seminar, international conference, lecturer exchange, student exchange, community outreach and that the Parties are committed to this effort.
3. The Parties hereby agree to conduct various activities over time, subject to entering into appropriate written agreements and identifying available sources of funding and suitable investigators.
4. The Parties agree that the representative of both parties shall conduct periodic meetings or phone calls to discuss ideas for any activities or projects.
5. For this purpose, the designated representative for the Universiti Malaysia Sabah shall be the Program Head of Marketing, Faculty of Business and Economics, Universiti Malaysia Sabah and the designated representative for the D4 Digital Marketing Study Program Faculty of Economics Universitas Negeri Jakarta shall be the Coordinator of D4 Digital Marketing Study Program, Faculty of Economics, Universitas Negeri Jakarta.
6. This Letter of Intent shall take effect upon signing thereof for a period of two (2) years and may be extended for such further period as may be agreed by the Parties in writing.