

MEMORANDUM OF AGREEMENT
between
Luhansk Taras Shevchenko National University (Luhansk, Ukraine)
and
The Cyprus Institute of Marketing (Nicosia, Cyprus)

Luhansk, Ukraine

10th of March 2014

In recognition of common interests and in order to develop and strengthen the academic relationship between the two Higher Educational Institutions: Luhansk Taras Shevchenko National University (Oboronna St. 2, Luhansk, Ukraine) represented by Professor, Doctor of Pedagogical Sciences, Academician of the National Academy of Sciences of Ukraine Vitalii S. Kurylo - Rector of the University (hereafter "**The Ukrainian University**") and The Cyprus Institute of Marketing (25 Zannetos, Nicosia, Cyprus) represented by Mr. Yangos Hadjiyannis - Deputy Director of the Institute (hereafter "**The Cyprus Institute**"), the following Memorandum of Agreement has been signed.

RECITALS

1. Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing are associating in partnership to engage in joint initiatives that would benefit their respective institutions;
3. Through the execution of the Memorandum of Agreement Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing have agreed that the proposed educational partnership should be designed to create mutual benefit for both higher educational institutions;
4. Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing have identified focused areas of partnership and agree on the nature and scope of joint programming, as well as the obligations and responsibilities of each Party;
5. An expansion of the work scope described herein and/or requirements for additional necessary specificity for the implementation of this MOA shall be elaborated in future amendments to this Agreement in the form of attached schedules.

UNDERSTANDING OF THE PARTIES

1. General Agreements

- Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing understand and acknowledge that this Memorandum of Agreement details the provisions

of a long-term relationship between the higher educational institutions. As necessary, future MOAs or refinements to this MOA will be attached here as amended schedules to this document;

- Each Party agrees that it shall support actions of the other Party that are consistent with this Memorandum of Agreement and, upon the request of the other Party, shall state such support in writing;
- The Parties understand that this Agreement must support the missions of Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing to provide an educational partnership of the highest quality; and
- Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing will approach this partnership in the spirit of collaboration and mutual benefit.

2. Proposed Actions

Under the terms of this MOA, the Parties will implement a mutually beneficial partnership as provided herein:

Cooperation Initiatives:

- Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing shall appoint the Cooperation Program Coordinator;
- Cooperation Program Coordinator of Luhansk Taras Shevchenko National University is Iryna V. Mygovych, Candidate of Philology, Assoc. Prof., Head of the International Cooperation Department;
- Cooperation Program Coordinator of The Cyprus Institute of Marketing is Dr Fotis Pavlou, Director of Academic Programmes.

Educational Initiatives:

- Exchange of curricula, methodological literature, and educational software products;
- The institution of a partnership through which academic joint degree programs for Ukrainian students can be delivered in Cyprus and visa versa in accordance with applicable domestic law of each of the Parties. The Parties shall stipulate the detailed rules of the mentioned cooperation in the additional annex to this Agreement.
- The institution of bilateral programs for university professors, undergraduate and postgraduate students (cotutelle programs);
- Holding of methodological conferences and seminars regarding the problems of introduction of modern teaching methods.

Research Initiatives:

- Participation in the organization and work of scientific conferences, seminars, and workshops including the students' ones;
- Joint publication of academic articles in the electronic periodicals of Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing, as well as joint publication of study guides and textbooks;
- Participation in the preparation and realization of joint scientific projects, including the intergovernmental programs and international grants (Tempus, Erasmus and others).

Cultural Initiatives:

- Organization of events aiming to deepen the knowledge of Ukrainian students about the Cyprus culture and the knowledge of Cyprus students about the Ukrainian culture;
- Exchange of invitations to participate in festivals, contests, and cultural events that are organized by Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing.

3. General Terms and Conditions of the Memorandum of Agreement:

- Exchange of educational, didactic, and research materials between the Parties shall be governed by future amendments to this Agreement;
- Each Party shall independently provide funding for the research initiatives it has instituted;
- The exchange of visits stipulated by this Agreement and the funding of same shall be defined on a case-by-case basis in the attached schedules to this Agreement depending on the conditions and aims of the visit;
- As needed, the Parties shall exchange experts for the purpose of consultations, research, and pursuing other initiatives related to this Agreement;
- The Agreement shall come into force after both Parties have signed it;
- The Agreement shall be in force for five (5) years;
- The Agreement is made in two copies in the English language, which have the same full force and effect, two for each Party;
- If neither Party announces the termination or modification of the Agreement one (1) month prior to its expiration, the Agreement is deemed extended for the same period of time and on the same conditions;
- In cases not stipulated by the Agreement, the Parties shall be guided by the legislation of their respective countries (i.e., Ukraine and Cyprus).

CONCLUDING PROVISIONS

The intention of the Parties to collaborate in the above areas will not exclude the possibility of partnerships in other areas. It is hoped that collaboration in the activities specified herein might lead to further endeavors and the expansion of these initiatives, and foster cooperative ventures in other areas as yet unspecified.

The Cooperation Program Coordinators of Luhansk Taras Shevchenko National University and The Cyprus Institute of Marketing will review this Agreement, and all appended supplements, annually. They or their designees shall act as primary points of contact. The Parties acknowledge that this MOA may not contain all matters, terms, and conditions upon which this partnership shall operate. Therefore, it is expected, but not required, that future supplementary MOAs will be prepared and executed. Such agreements will cover, but are not limited to: programmatic responsibility, costs, duration, personnel, and liability.

The signatures below confirm the mutual understanding and commitment of the respective Parties to the provisions contained in this Memorandum of Agreement.

Signatures:

For [The Cyprus Institute of Marketing]



[Yangos Hadjiyannis]
[Deputy Director]
[HEI 2]

Date

For [HEI 1]



[name]
[position]
[HEI 1]

Date