

# Marketing Research Society Malaysia (MRSM)

## An Introduction



# Vision

It shall be the vision of the Society to provide a stimulus to encourage, support and foster change and growth in the marketing research industry and amongst its practitioners, achieving the highest possible standards of professionalism and practice in Malaysia

# Mission Statement

The Society shall endeavour

- To set and maintain professional research standards and practice
- To foster the understanding, acceptance and value of marketing research within government, business community and the general public in Malaysia

# Principal Objectives

1. To promote industry recognition of the marketing research profession
2. To uphold the standards and ethics of the profession consistent with internationally recognised practice
3. To encourage professional discipline amongst its Members

# Specific Objectives

## → 1. Service to Government & Statutory Agencies & International Authorities

- I. To serve on or offer assistance and advice to any Government, Statutory or International Bodies in connection with marketing research matters.
- II. To take concerted action as the principal professional body in matters affecting the Marketing Research Industry and its Members and to make representation to Government on the effect of legislation or regulations that Government may introduce from time to time.
- III. To make every endeavour to maintain and enhance the reputation of the marketing research industry and its contribution to the supply of accurate and actionable information and its interpretation and to assist and cooperate with Government and other appropriate bodies and authorities on such matters

# Specific Objectives

## → 2. Service to the General Public

- I. To encourage the awareness of marketing research in all its applications and value to the general public as well as the business community and its role in serving the community within Malaysia.
- II. To improve and enhance the image of the marketing research profession and industry within Malaysia.

# Specific Objectives

## → 3. Service to the Business Community

- I. To serve on or offer assistance and advice to any business organisation in connection with marketing research matters.
- II. To act as arbitrators in and otherwise to assist in the settlement of disputes and difficulties arising between Members or in connection with any marketing research transactions or business

# Specific Objectives

## → 4. To aspire towards and set quality standards

To adopt a Code of Practice and for regulating the conduct of Members in keeping with the known best international practice of the marketing research industry, so as to establish the highest possible ethical and disciplinary standards.

Until such time for a Malaysian Code of Practice to be prepared and accepted by its Members, the Society will adopt the ICC/ESOMAR International Code of Marketing and Social Research Practice, currently regarded internationally as best practice.



# Specific Objectives

## → 5. To raise professional standards

- I. To advance and promote education and technical training in the marketing research industry and for such purposes to organise and/or support training schemes.
- II. To promote an environment in which users and providers of marketing research will develop necessary marketing research skills, and to help identify and capture opportunities which will enable their business to progress and grow.

# Specific Objectives

## → 6. To promote goodwill and fellowship among Members

- I. To promote and foster cooperation, understanding and goodwill amongst Members of the society.
- II. To act as arbitrators in and otherwise to assist in the settlement of disputes and difficulties arising between Individual Members or in connection with any marketing research transactions or business.
- III. To provide a meeting place or meeting places for its Members and to bring together persons engaged or connected with the marketing research industry so that they may, by cooperation and mutual exchange of ideas and views, advance the interests of the Members and the Society

# Membership Eligibility

Membership of the Society shall be open to all individuals domiciled in Malaysia who have reached the age of majority and organisations incorporated or registered in Malaysia who fulfil the requirements as laid down under this Constitution.

# Categories of Membership

Membership with the society shall comprise of the following categories

1. Individual Member
2. Corporate Member

## Classes of Individual Members

Individual Members may be admitted to one of the following classes of Membership

1. Full Member
2. Life Member
3. Associate Member
4. Student Member
5. Honorary Member

## Classes of Corporate Members

A Corporate Member may be admitted to one of the following classes of Membership

1. Research Corporate Member
2. Non-Research Corporate Member

# Definitions of Categories and Classes of Membership

## 1. Individual Member

An individual Member is a human individual who has fulfilled the eligibility conditions of Membership under Clause 7.1 and who has been duly admitted as a Member into the Society in accordance with the procedure as laid down under Clause 9 of the Constitution.

## 2. Corporate Member

A Corporate Member is an organisation incorporated or registered in Malaysia and which has satisfied the eligibility conditions of Membership under Clause 7.1 and which has been duly admitted as a Member into the Society in accordance with the procedure as laid down under Clause 9.

# Definitions of Categories and Classes of Membership

## 1. Individual Membership → (1) Full Member

An individual may be admitted to be a Full Member of the Society if he satisfies the following conditions:

- i. The applicant has presented satisfactory evidence to the Committee of active engagement in and understanding of the commissioning and/or conduct of marketing research over a period of at least three years.
- ii. The Committee is satisfied that the individual concerned is interested in furthering the aims and objectives of the Society and has the necessary qualifications, experience and/or expertise in the field of research to become a fully active and contributing Member of the Society.
- iii. The applicant affirms acceptance and support of the Society's Code of Practice and any other Code (in default) which may be adopted by the Society until the Society's Code of Practice comes into effect

# Definitions of Categories and Classes of Membership

## 1. Individual Membership → (2) Life Member

- i. Life Membership is an Individual Membership that may be granted, by invitation only, to individuals, who in the opinion of the Committee are well respected in the industry and who have made a significant contribution to the industry as a whole and/or has helped to advance the marketing research industry and its profession in Malaysia.
- ii. The nomination of an individual to be invited to be a Life Member shall be made by any Member of the Committee to the Committee. The Committee shall decide either to approve or reject the nomination by way of majority vote.
- iii. A Life Member will have all rights, benefits and privileges of a Full Member of the Society and shall undertake to observe the Code of Practice.
- iv. A Life Member shall be required to pay a Membership Joining Fee as decided by the Committee but will be exempted from paying any Annual Subscription to the Society. An individual may be admitted to be a Full Member of the Society if he satisfies the following conditions:
  - v. The applicant has presented satisfactory evidence to the Committee of active engagement in and understanding of the commissioning and/or conduct of marketing research over a period of at least three years.
  - vi. The Committee is satisfied that the individual concerned is interested in furthering the aims and objectives of the Society and has the necessary qualifications, experience and/or expertise in the field of research to become a fully active and contributing Member of the Society.
  - vii. The applicant affirms acceptance and support of the Society's Code of Practice and any other Code (in default) which may be adopted by the Society until the Society's Code of Practice comes into effect.

# Definitions of Categories and Classes of Membership

## 1. Individual Membership → (3) **Associate Member**

An individual may be admitted to be an Associate Member of the Society if he is not eligible for Full Membership but who presents satisfactory evidence to the Committee that he is engaged in, or interested in marketing research or furthering the aims and objectives of the Society.

## 1. Individual Membership → (4) **Student Member**

An individual may be admitted to be a Student Member of the Society if he is not eligible for Full or Associate Membership but who presents satisfactory evidence to the Committee that he is currently enrolled, either full-time or part-time in an approved tertiary course of study. The student shall not be eligible for membership without the prior approval of the Vice Chancellor of the university concerned



# Definitions of Categories and Classes of Membership

## 1. Individual Membership → (5) **Honorary Member**

- i. Honorary Membership is an Individual Membership that may be granted by invitation only, to individuals, who, by virtue of the position held in industry, academia or government, in the opinion of the Committee, are in a position to develop, influence and enhance the image and/or practice of the marketing research industry and profession in Malaysia.
- ii. The nomination of an individual to be invited to be an Honorary Member shall be made by any Member of the Committee to the Committee. The Committee shall decide either to approve or reject the nomination to invite the nominated individual to Honorary Membership by way of majority vote.
- iii. An Honorary Member will have all rights, benefits and privileges of a Full Member of the Society but will not be entitled or have the right to vote at Meetings.
- iv. An Honorary Member is exempted from paying any Membership Joining Fee or Annual Subscription to the Society.
- v. The number of Honorary Members of the Society at the time of nomination shall be limited to 5% of the number of paid-up Full Members or a total of ten, whichever is the smaller.

# Definitions of Categories and Classes of Membership

## 2. Corporate Membership → (1) Research Corporate Member

- i. Research Corporate Membership may be granted by the Committee to any organisation incorporated or registered in Malaysia whose main source of income is marketing research and consultancies and which is interested in furthering the aims and objectives of the Society.
- ii. A Research Corporate Member shall be represented in the Society by one individual representative nominated by the Research Corporate Member as its Corporate Nominee.
- iii. The Corporate Nominee of a Research Corporate Member shall be a person who is qualified to be a Full Member of the Society.
- iv. The Corporate Nominee of the Research Corporate Member shall be accorded all the rights of a Full Member within the meaning of the Constitution.
- v. A Research Corporate Member shall exercise its right to vote at Society Meetings through its Corporate Nominee or by the Corporate Nominee's duly authorised proxy.
- vi. A Research Corporate Member shall enjoy all rights and benefits and shall fulfil all obligations of Membership and be bound by the rules and regulations of the Society as stipulated under this Constitution and which are made from time to time by the Committee under the provisions of this Constitution.

# Definitions of Categories and Classes of Membership

## 2. Corporate Membership → (2) Non-Research Corporate Member

- i. Non-Research Corporate Membership may be granted by the Committee to any organisation incorporated or registered in Malaysia whose main source of income is not marketing research but which is interested in furthering the aims and objectives of the Society.
- ii. A Non-Research Corporate Member shall be represented in the Society by one individual representative nominated by the Non-Research Corporate Member as its Corporate Nominee.
- iii. The Corporate Nominee of a Non-Research Corporate Member who is qualified to be a Full Member of the Society shall have the right to vote personally or through his duly authorised proxy at Society Meetings on behalf of the Non-Research Corporate Member who the Nominee represents, and the right to stand for elections to the Management Committee, subject to the provisos presented in Clause 15.
- iv. The Corporate Nominee of a Non-Research Corporate Member who is not qualified to be a Full Member of the Society shall not have the right to vote at Society Meetings.
- v. Except for the right to vote and the right to hold office which shall only be enjoyed by the Non-Research Member through its Corporate Nominee if that Corporate Nominee is duly qualified under sub-clause (iii) above, the Non-Research Corporate Member shall enjoy all rights and benefits and shall fulfil all obligations of Membership and be bound by the rules and regulations of the Society as stipulated under this Constitution and which are made from time to time by the Committee under the provisions of this Constitution.

# Application Procedure

- An application for Membership shall be made on the prescribed form issued by the Committee.
- Every application for Membership shall be proposed and seconded by two Full Members and shall be forwarded to the Membership Secretary who shall at the first reasonable opportunity submit it to the Committee for approval.
- Approval of a Membership application or otherwise shall be made by way of simple majority of votes of Committee Members attending a duly constituted Meeting of the Committee. The Committee may at its discretion reject any application without assigning any reason thereof.
- Every applicant whose application for Membership has been approved shall pay the prescribed entrance fee and first Annual Subscription before being admitted as a Member of the Society. Upon payment of the prescribed entrance and Annual Subscription fees, the applicant shall be entitled to all the privileges of the category of Membership to which he is admitted.
- The prescribed Application forms for Membership shall be made available at the registered office of the Society and made accessible on-line at the Society website. A downloaded and printed version of the application form will be treated in all respects similar to the prescribed application form issued by the Committee.

# Entrance Fees, Subscriptions and Other Dues

- All persons or organisations admitted as Members of the Society except for those exempted under this Constitution shall pay the following fees
  1. **Joining Fees**
  2. **Annual Membership Fees**
- The amount of joining and Annual Membership fees payable shall be determined at the Annual General Meeting upon proposals tabled at the Annual General Meeting by the Committee and such fees as approved at the Annual General Meeting shall become payable by the Members.
- The Joining Fee shall be payable by a Member upon approval by the Committee of his application to join the Society. Any Member who allows his Membership to lapse or whose Membership is terminated for any reason whatsoever shall pay the applicable Joining Fee again upon his readmission to Membership unless he is exempted from doing so by a decision of the Committee.
- The Annual Subscription fee for each category of Membership is payable in full for each and every year the Member remains a Member of the Society unless the Member is exempted from paying Annual Membership fees under this Constitution.
- All Annual Subscriptions shall be payable to the Honorary Treasurer of the Society within thirty days of the date the Annual Subscription falls due.

# Entrance Fees, Subscriptions and Other Dues

- Persons or organisations admitted into Membership of the Society for the first time shall pay their initial subscription in accordance to the following schedule:
  - Persons or organisations admitted into Membership during the first six months of the year shall pay a full year's subscription;
  - Persons or organisations admitted into Membership during the last six months of the year shall pay one half of a full year's subscription.
- The Membership Secretary shall notify each Member in writing of his obligation to pay his Membership dues thirty days before his Annual Subscription falls due. If such Membership dues are not received by the Honorary Treasurer within thirty days from the date the notification is sent out then a reminder shall be sent. If payment remains outstanding sixty days after the due date, a further reminder and warning of possible expulsion from the Society will be sent to the Member in arrears.
- Any Member who allows his arrears to exceed two months after its due date shall receive a written notification signed by or on behalf of the Membership Secretary, and the Member in arrears shall be denied the privileges of Membership until he pays to the Society the amount of fees in arrears in full.
- Any Member who allows his arrears to exceed three months after its due date shall automatically cease to be a Member of the Society, and the Committee may initiate legal action against him to recover the amount in arrears with costs of the legal action after the Member concerned has been served with due notice to settle the amount in arrears with the Society.
- The Society by resolution at the Annual General Meeting may impose any special subscriptions or levies for particular purposes. If any Member fails to pay such subscription or levy within such period as may be resolved, the amount which remains unpaid and due shall be treated in the same way as arrears of Annual Subscriptions.

# Resignation

Any Member who wishes to resign from the Society shall give two weeks' notice in writing to the Membership Secretary and together with such notice shall pay up all fees and dues still owing by him to the Society.