**Copyright Transfer Agreement**

**Manuscript Title:**

1. I hereby agree to transfer copyright of the article above to the Korean Marketing Association.
2. I confirm that I am the author (sole author or corresponding author) of this work and that the material contained herein has not been previously published in book format or submitted to another publication.
3. I hereby declare that the material being presented by me in this manuscript does not contain or include material taken from other copyrighted sources.
4. I declare that I have adhered to the publication ethics in writing the manuscript.
5. I agree that articles are distributed under the terms of the Creative Commons Attribution License (http://creativecommons.org/licenses/by/4.0), which permits unrestricted use, distribution, and reproduction in any medium provided the original work is properly cited.
6. References to “I” mean and include all authors of the work if there is more than one author.

Corresponding Author

|  |  |
| --- | --- |
| Full Name |  |
| Affiliation |  |
| E-Mail |  |
| Signature |  | Date |