

## MEMORANDUM OF UNDERSTANDING

BETWEEN

The UNIVERSIDAD AUTÓNOMA DE BAJA CALIFORNIA  
("UABC")

Prof. Manuel Castañón-Puga, as Leader of the research group "Complejidad y Computación" and Prof. Quetzalli Aguilar- Virgen as leader of the research group "Sistemas de Producción Sustentables", from the Facultad de Ciencias Químicas e Ingeniería, located in Tijuana, Baja California, México.

Prof. Ismael Plascencia-López, as Leader of the research group "Innovación y Desarrollo Regional" and Dr. Ricardo Fernando Rosales-Cisneros, Leader of the research group "Gestión de la Innovación y la Tecnología", from the Facultad de Contaduría y Administración, located in Tijuana, Baja California, México.

AND

The UNIVERSITY OF WESTMINSTER  
("UWESTMINSTER")

Dr. Richard D. Evans of, Leader of the "Knowledge Management and Innovation" research group, and senior member of the Department of Business Information Management and Operations at Westminster Business School, in the University of Westminster, London, United Kingdom (UK).

### PREAMBLE

Recognizing the mutual benefits to be gained through a cooperative program promoting scholarly activities and international understanding, UABC and UWESTMINSTER have agreed to enter into this non-binding Memorandum of Understanding ("MoU") that enables them to work together in the pursuit of the objectives set out herein;

**NOW THEREFORE** this MoU sets out the intent of the working relationship between the parties as follows:

#### 1. NATURE OF THIS MOU

- 1.1. This MoU establishes the framework by which the parties will work together to foster and develop a cooperative relationship between the two sides through the activities listed below.
- 1.2. The parties express their interest in establishing a commitment to jointly create a collaborative network for research on "Computational modelling and complex systems".

- 1.3. Except for the provisions herein dealing with privacy and confidentiality, this MoU does not create any legally binding obligation on the part of the parties. Specific terms of collaborative activities shall be agreed to by the two sides in a further lawfully binding agreement or agreements, in a manner consistent with the mandate and resources of each party. Such agreement shall be made according to this MoU for the limited purpose of the particular activity addressed in such agreement.

## **2. OBJECTIVES**

- 2.1. The general intent of this MoU is to establish a framework through which the parties to this MoU can foster and develop a relationship between the Parties through such activities as:

- a. Conduct collaborative academic and research projects;
- b. Exchange of faculty and/or staff;
- c. Exchange of graduate and/or undergraduate students;
- d. Develop interdisciplinary scientific research, field and documentary, establishing mechanisms and management communication with local, regional, national and international organizations pursuing common goals;
- e. Develop scientific papers related to the lines of generation and application of knowledge of both educational institutions;
- f. Joint research activities, including the publication output of the results of collaborative work in various scientific papers related to the lines of generation and application of knowledge of both educational institutions;
- g. Promote the training of human resources; and
- h. Report to the authorities the results obtained in the work and activities implemented jointly.

## **3. COSTS AND EXPENSES**

Each party shall bear its own costs and expenses arising from this MoU unless otherwise mutually arranged and agreed.

## **4. COORDINATORS**

UABC and UWESTMINTER shall name a coordinating committee consisting of teaching/research staff and (a) Director, UABC or his/her nominee, (b) President, UWESTMINTER or his/her nominee, (c) Coordinator from UABC and (d) Coordinator from UWESTMINTER who will periodically review and identify ways to strengthen the cooperation between the two institutions.

The research group "Complejidad y Computación" is integrated by:

- Dr. Manuel Castañón-Puga
- Dr. Carelia Guadalupe Gaxiola-Pacheco
- Dr. Luis Enrique Palafox-Maestre

The research group "Sistemas de Producción Sustentables" is integrated by:

- Dr. Quetzalli Aguilar-Virgen
- Dr. María Elizabeth Ramírez-Barreto
- Dr. Paul Adolfo Taboada-González

The research group "Innovación y desarrollo regional" is integrated by:

- Dr. Ismael Plascencia-López
- Dr. Eduardo Ahumada-Tello
- Dr. Robert Efraín Zárate-Cornejo
- Dra. Ma. Carmen Alcalá Alvarez

The research group "Gestión de la innovación y la tecnología" is integrated by:

- Dr. Ricardo Fernando Rosales-Cisneros
- Dr. Nora del Carmen Osuna-Millán
- Dr. Juan Antonio Meza-Fregoso

The research group "Knowledge Management and Innovation" is integrated by:

- Dr. Richard Evans
- Prof. Alan Pilkington
- Mr. Marco Cuvero

## 5. INTELLECTUAL PROPERTY

Should the collaborative research activities under this MoU result in any potential for intellectual property, each party shall seek an equitable and fair agreement as to ownership and other property interests that may arise according to the rules and regulations of the two institutions.

## 6. CONFIDENTIALITY

Each party who receives any information from the other marked "Confidential" ("Confidential Information"), will take reasonable steps to protect its confidentiality. They will not disclose to any third party such Confidential Information without prior written consent of the other party, and will only use such Confidential Information for the purposes contemplated in this MoU.

For the purposes of this MoU, Confidential Information shall not include information that is or becomes part of the public domain through no act of the receiving party, that was in the receiving party's possession before receipt from the disclosing party, that was rightfully received by the receiving party from a third party without a duty of confidentiality or information that is required to be disclosed under any applicable law or by order of a court.

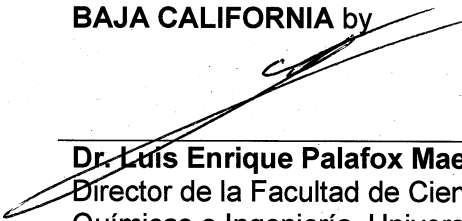
## 7. TERM

7.1. This MoU shall come into force and effect on the date that it is signed by both parties and shall continue in effect for a period of five (5) years, or until terminated by mutual written agreement or pursuant to section 7.2. It may be amended or extended by mutual written agreement.

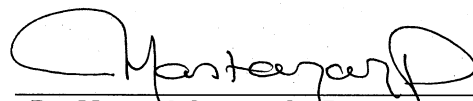
7.2. Either party may terminate this MoU on three (3) months' written notice to the other party.

**IN WITNESS WHEREOF** the parties have caused this MoU to be executed on the dates indicated in next page.

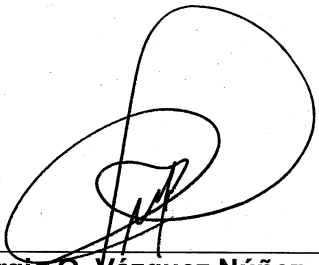
Signed for and on behalf of  
**UNIVERSIDAD AUTÓNOMA DE  
BAJA CALIFORNIA** by




**Dr. Luis Enrique Palafox Maestre**  
Director de la Facultad de Ciencias  
Químicas e Ingeniería, Universidad  
Autónoma de Baja California.



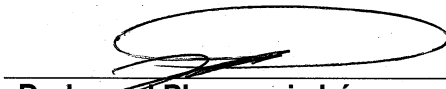
**Dr. Manuel Castañón Puga**  
Leader of research group "Complejidad y  
Computación", Facultad de Ciencias  
Químicas e Ingeniería.



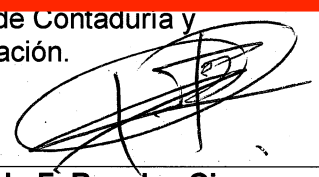
**Dr. Sergio O. Vázquez Núñez**  
Director de la Facultad de Contaduría y  
Administración, Universidad Autónoma de  
Baja California.



**Dr. Quetzalli Aguilar Virgen**  
Leader of the research group "Sistemas  
de Producción Sustentables", Facultad  
de Ciencias Químicas e Ingeniería.



**Dr. Ismael Plascencia López**  
Leader of the research group  
"Innovación y desarrollo regional",  
Facultad de Contaduría y  
Administración.



**Dr. Ricardo F. Rosales Cisneros**  
Leader of the research group "Gestión  
de la Innovación y la Tecnología",  
Facultad de Contaduría y  
Administración.

Signed for and on behalf of  
**UNIVERSITY OF WESTMINSTER**  
By

The 30<sup>th</sup> day of June 2017



**Dr. Richard D. Evans**  
Leader of the research group  
"Knowledge Management and  
Innovation", Westminster Business  
School.