APEX
ÉCOLE DE MANAGEMENT

OFFICE OF THE PRESIDENT

Letter of Appointment

Academic and Research Board

Professor Ritanjali Majhi

Head, School of Humanities, Social Sciences and Management
National Institute of Technology Karnataka, Surathkal · India

Lyon, 12 October 2026

Dear Professor Majhi,

Following our exchanges, I am pleased to offer you appointment as a member of the **Academic and Research Board of APEX École de Management**, subject to NITK's approval and your acceptance. We would be delighted to welcome you to the Board.

Your expertise in marketing analytics, consumer decision-making, predictive modelling and artificial intelligence applied to management would bring a valuable perspective to our programmes and research. Your work on sustainability also offers relevant avenues for collaboration.

As a Board member, you would contribute independent academic advice on programme quality, curriculum development, research priorities and international scholarly cooperation, drawing on your experience at NITK.

The proposed appointment is for an initial term of two years, renewable by mutual agreement. This is an unpaid advisory role in a personal academic capacity. The Board meets online approximately once every three months, with limited preparation and no mandatory teaching or operational duties.

The terms of reference on page two set out the scope of the role and opportunities for optional collaboration. If you wish to accept, please sign and date the acceptance section and return the complete document for countersignature. The appointment takes effect on the date of your signed acceptance.

I look forward to working with you.

Yours sincerely,

Nicolas Sabben, Ph.D.
President
APEX École de Management

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Terms of Reference

Academic and Research Board

PROFESSOR RITANJALI MAJHI

I Academic focus and contribution

Your expertise in marketing analytics, consumer behaviour, predictive modelling and artificial intelligence applied to management may inform curriculum review, quantitative research methods, data-driven decision-making and the quality of applied research.

II Research and scholarly cooperation

Optional collaboration may include research, publications, case studies or academic events on consumer decision-making, marketing effectiveness, predictive analytics, or sustainability and management. Projects and funding will be agreed separately, according to shared interests and availability.

III Appointment and participation

The initial term is two years from your signed acceptance, renewable by mutual agreement. Either party may end the appointment by written notice. One online meeting is normally held every three months, with limited preparation; additional contributions remain optional.

IV Status and practical arrangements

This unpaid, personal advisory role creates no employment relationship or mandatory teaching, administrative or operational duties. It implies no endorsement by NITK; institutional cooperation requires separate agreement. Fees for additional activities and travel expenses require prior agreement. Publication of your Board profile requires your approval.

Acceptance of appointment

I, Professor Ritanjali Majhi, accept appointment to APEX École de Management's Academic and Research Board on these terms. This letter, once signed, is the official record of my appointment.

FOR APEX ÉCOLE DE MANAGEMENT

Nicolas Sabben, Ph.D.

President

APEX ÉCOLE DE MANAGEMENT
26 Rue Emile Decorps
69100 VILLEURBANNE
SAS au capital de 10 000€
RCS Lyon 829 482 678 - APE 8542Z

Signature

Date 10/11/2026

ACCEPTED BY

Professor Ritanjali Majhi

Board Member

Signature

Date 29.10.26