

PROGRAMME

12. EUROPEAN FORUM FOR MARKETING OF SCIENTIFIC AND RESEARCH ORGANIZATIONS

LUKASIEWICZ - ILOT, BUILDING X, 3RD FLOOR - AUDITORIUM

NOVEMBER 7, 2023 - TUESDAY

08:45 09:30 Registration and welcome coffee

Opening Session

Moderator: Sylwester Wyka, PhD., Eng. - Deputy Director for Research, Lukaszewicz - Institute of Aviation

09:30 10:40 15 min
20 min
20 min
15 min

Paweł Stężycki, PhD. Eng. - Director of the Lukaszewicz Institute of Aviation
Andrzej Dybczyński, PhD. - President of the Lukaszewicz Centre
Jacek Piechota - President of the Polish - Ukrainian Chamber of Commerce
Professor Bogdan Sojkin - Chairman of the Scientific Committee of the Conference - Lukaszewicz - Institute of Aviation

10:40 11:00 Coffee break

Moderator: Professor Joanna Cygler

SESSION 1: Disruptive changes in the environment - challenges for scientific and research institutions

11:00 12:00 Discussion panel

Professor Joanna Cygler - Moderator, SGH Warsaw School of Economics, Lukaszewicz - Institute of Aviation
Professor Marzanna K. Witek-Hajduk, Head of the Department of International Business at the Collegium of World Economy, SGH Warsaw School of Economics
Marcin Kardas, PhD., NCBJ Deputy Director for Innovation and Implementation, National Center for Nuclear Research, Świerk
Professor Justyna Bugaj, WSB Academy in Dąbrowa Górnicza

12:00 13:00 Lunch + poster session

SESSION 2: New directions, new market strategies and new marketing tools for scientific and research institutions

13:00 14:00 Discussion panel

Professor Mirosława Pluta-Olechnik - Moderator, Wrocław University of Economics
Professor Ewa Jerzyk, Poznań University of Economics and Business
Beata Lubos, PhD, Director of the Department of International Cooperation, Lukaszewicz - Institute of Aviation
Professor Krzysztof Leja, Head of the Department of Management at the Faculty of Management and Economics of Gdansk University of Technology

14:00 15:30 Workshop

Jadranka Jezersek Turnes, Kontekst, Slovenia - How to organize the effective scientific outreach of research institutions?

09:00 09:30 Welcome coffee

Moderator: Aneta Olejniczak, PhD

SESSION 3 - Reconfiguration of business models of scientific and research units

09:30	10:30	Discussion panel	<p>Professor Bogdan Sojkin - Moderator, Lukaszewicz - Institute of Aviation Professor Radosław Koszewski, Founder of Queen Hedvig Academy Professor Dariusz Trzmielak, Head of the Marketing Research Department of the Department of Marketing at the Faculty of Management, University of Lodz, Deputy Director for Scientific Affairs at the Polish Mother's Memorial Health Center Institute Professor Michał Jasiński, Wyższa Szkoła Biznesu - National - Louis University</p>
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SESSION 4 - Competency and practical requirements for undertaking effective market activities of scientific and research institutions in times of environmental uncertainty

10:30	11:30	Discussion panel	<p>Professor Agnieszka Izabela Baruk - Moderator, Lodz University of Technology Professor Wojciech Dyduch, Head of the Department of Entrepreneurship, University of Economics in Katowice Professor Magdalena Sobocińska, Wrocław University of Economics Marian Lubieniecki, PhD. Eng., Executive Director, GE Aerospace</p>
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11:30 11:45 Coffee break

Presentations

11:45	12:05	Slot 1	<p>From Intractable Challenges to a Scorecard Approach: A Changed View on Measuring Reputation of Higher Education Institutions</p>	<p>Professor Petra Morschheuser, Cooperative State University Mosbach, Mosbach, Germany, Professor Jörn Redler, School of Business, Mainz University of Applied Sciences, Germany</p>
12:05	12:25	Slot 2	<p>The missions and visions of scientific and research institutes in the perspective of corporate social responsibility</p>	<p>Professor Justyna Bugaj, WSB Academy, Urszula Szulc, MA, Institute of Educational Research, Poland</p>
12:25	12:45	Slot 3	<p>Excellent research content is essential for the marketing communication of a business school - a case study of School of Economics and Business University of Ljubljana (SEB LU)</p>	<p>Tanja Gvozdenović, Tomaž Ulčakar, University of Ljubljana, Slovenia</p>
12:45	13:05	Slot 4	<p>Creating the image and reputation of a university based on the innovativeness of disseminated knowledge</p>	<p>Professor Dariusz Dabrowski, Gdansk University of Technology, Professor Zygmunt Waśkowski, University of Economics in Poznan, Professor Grzegorz Maciejewski, University of Economics in Katowice</p>
13:05	13:25	Slot 5	<p>Marketing tools for the development of the green goods and services market in developing countries</p>	<p>Professor Serhii Smerichevskyi, Professor Tetiana Kniazieva, Professor Olha Polous, Aysel Naghiyeva, PhD student, National Aviation University, Kyiv, Ukraine</p>
13:25	13:45	Slot 6	<p>Formation of the innovative ecosystem for the development of unmanned aviation: synergy of science and business</p>	<p>Professor Dmytro Bugayko, National Aviation University, Ukraine, Professor M.Yu. Hryhorak, National Aviation University, Professor D.G. Smolyar, National Aviation University, Ukraine, Professor Oleksander Zaporozhets, Ł-ILOT, Poland</p>

13:45 14:00 Summary and closing of the Forum

14:00 15:00 Lunch

The Conference will be translated simultaneously