

Agenda of the 6th European Forum for Marketing of Scientific and Research Organizations

1st Day (Thursday, November 19th)

8:30 am - 9:00 am	Conference registration (coffee and tea)
9:00 am - 9:30 am	Welcome speeches
9:30 am – 11:00 am	<p>"High Tech Marketing - the Challenges of Moving Technology from the Lab to the Marketplace"</p> <p>Keynote Speaker - Professor William Bradley Zehner II, St. Edward's University, Texas, USA</p>
11:00 am - 11:10 am	Coffee Break
	<p>Session 1 Universities as scientific and research institutions</p> <p>Session Chair: Professor Bogdan Sojkin</p>
11:10 am - 11:55 am	<ul style="list-style-type: none"> • Challenges for Marketing of Scientific and Research Organizations, Prof. Bogdan Sojkin, Poznań University of Economics, Poland • Role of a technology transfer platform in commercialization of research results, Marzena Walasik, PhD, Institute for Sustainable Technologies – National Research Institute, Radom • Marketing's role of higher education in raising awareness of innovation, Prof. Lidia Białoń, Warsaw Management Academy, Poland
11:55 am - 12:10 pm	Coffee Break
	<p>Session 2 Communication strategies of scientific and research organizations</p> <p>Session Chair: Professor Mirosława Pluta-Olearnik</p>
12:10 pm- 1:10 pm	<ul style="list-style-type: none"> • Internationalization of marketing in the sector of the education and scientific research, Prof. Mirosława Pluta-Olearnik, Wrocław University of Economics, Poland • Brand Alliance: Building block for scientific organizations' marketing strategy, Prof. Dr. Jörn Redler, Corporate State University Baden-Württemberg, Germany • Effective media communication, Jadranka Jezersek Turnes, Director, Kontekst, Ljubljana, Slovenia • Employer Branding in scientific and research institutions – an internal intergenerational communication, Anna Dzienio, Dzienio PR Custom Made, Warsaw, Poland
1:10 am - 2:00 pm	Lunch
2:00 pm - 3:00 pm	Parallel workshops
3:05 pm - 4:05 pm	
	<ul style="list-style-type: none"> • Image creation for scientist – Natalia Osica, Founder of Science PR Agency • Storytelling in marketing of science - Grzegorz Kosson, Writer and Strategist, Warsaw, Poland • The internet and scientific communication - Bartłomiej Juszczyk, Managing Director of Integrated Marketing Agency Adweb Group, Poland • Commercialisation of research results - Dariusz Trzmielak, PhD, Center of Transfer Technology - University of Lodz, Poland

Each Forum's Participant will be able to participate in two one hour workshops.
Please, make a selection of two workshops on the registration form - during process of registration. Numbers of seats is limited! First-come, first-served!

7:00 pm

**A performance "The Talented Mr. Ripley" at the Studio Theatre.
After the performance a banquet will be held.**

2nd Day (Friday, November 20th)

8:50 am - 9:00 am Welcome coffee and tea

Session 3 B2B Marketing in scientific organizations

Session Chair: Professor Durdana Ozretic-Dosen

9:00 am - 10:15 am

- Country branding as a source of competitive advantage – the role and importance of scientific and research organizations in country branding, Prof. dr Durdana Ozretic-Dosen, University of Zagreb, Croatia
- Building scientific institution's brand with online instruments, Barbara Mroz-Gorgon, PhD, Aleksandra Calka, MSc., Wroclaw University of Economics, Poland
- A business model for scientific and research organizations, Jerzy Koszałka, PhD, Eng., Gdansk University of Technology, Poland
- Model of Sustainable Marketing and its influence on marketing of scientific and research organization, Marek Seretny PhD, Warsaw University of Technology, Poland
- The Value of Social Entrepreneurship in the private sector, Oana-Maria Fotea (c.Nica), Doctoral School Of Business Administration, the Bucharest University of Economic Studies, Bucharest, Romania

10:15 am - 10:50 am **Poster session + Coffee Break**

Session 4 New methods and tools of marketing of scientific and research organizations

Session Chair: Professor Zygmunt Waškowski

10:50 am - 11:35 am

- Marketing innovations as a competitive advantage of universities, Prof. Zygmunt Waškowski, Poznań University of Economics, Poland
- The management of the innovation activities in a scientific and research-development organizations, Jerzy Baruk PhD Eng., Maria Skłodowska-Curie University in Toruń, Poland
- Effective & safe transfer of scientific knowledge, Ryszard Depta, PhD, bio21Ge sp. z o.o., Wrocław, Poland

Session 5 Consumers and sales in scientific and research organizations

Session Chair: Professor George J. Avlonitis

11:35 pm - 12:20 pm

- Marketing Tactics & Strategies in a Period of Recession, Prof. George J. Avlonitis, Athens University of Economics & Business, Greece
- Reputation Management for Scientific Organizations- Framework. Development and Exemplification, Prof. Dr. Petra Morschheuser, Prof. Dr. Jörn Redler, Corporate State University Baden-Württemberg, Germany

- The usage of marketing relation strategy in the process of commercialization of science and technology, Małgorzata Grzegorzcyk, PhD, University of Lodz, Poland

12:20 pm – 1:10 pm Lunch

Session 6 A practical application of marketing communication in scientific and research organizations (case studies)

Session Chair: Professor Agnieszka Izabela Baruk

- Recommending scientific organization by employees as the example of their presumption activity, Prof. Agnieszka Izabela Baruk, Lodz University of Technology, Poland
- The importance of science in the media – the views and perspectives from the point of public relations, Dalibor Jakus, PR Director, Nulaosam, Zagreb, Croatia
- Website as a communication tool at scientific institutions, Marzena Feldy, PhD, National Information Processing Institute, Warsaw, Poland
- The role of the Human Resource Marketing in the Process of Building CSR Strategy of Scientific Unit, Sylwia Jarosławska Sobór, PhD, the Central Mining Institute, Katowice, Poland
- Public relations - dialogue tools on the Internet, Dariusz Tworzydło, PhD, University of Wrocław, Poland
- Old Time Religion of Marketing as a thing of the past, Cresentsil Kofi Agyekum, Beijing University of Technology, China

1:10 pm - 2:40 pm

2:40 pm – 3:00 pm **Summing up & Forum closing**