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8th european
forum
for marketing
of scientific
and research
organizations

16-17 November 2017

Bulletin 2

Warsaw, August 2017



*We are pleased to invite you
to participate in
8th European Forum for Marketing of Scientific and Research Organizations
to be held on 16th - 17th November 2017
in the Institute of Aviation in Warsaw*

HONORARY PATRONAGE



PROGRAMME COUNCIL

- Prof. Bogdan Sojkin, Ph.D., University of Economics in Poznan, Poland – Chairman of the Programme Council
- Prof. George J. Avlonitis, Athens University of Economics and Business, Greece and Visiting Professor, University of Strathclyde, U.K.
- Prof. Agnieszka Izabela Baruk, Ph.D., Lodz University of Technology, Poland
- Prof. Durdana Ozretic-Dosen, Ph.D., University of Zagreb, Croatia
- Marzena Feldy, Ph.D., National Information Processing Institute, Warsaw, Poland
- Prof. Zoran Krupka, University of Zagreb, Croatia
- Prof. Petra Morschheuser, Ph.D, Baden-Wuerttemberg Cooperative State University Mosbach, Germany
- Prof. Mirosława Pluta-Olearnik, Ph.D., Wroclaw University of Economics, Poland
- Prof. Jörn Redler, Ph.D., Baden-Wuerttemberg Cooperative State University Mosbach, Germany

ABOUT FORUM

The main purpose of the Forum is to present the latest research results and practical solutions offered by scientific and research institutions such as institutes, universities, technology parks in Poland and Europe.

The event will not only offer a unique opportunity to become familiar with the current trends, new tools and instruments and strategies in the marketing of scientific and research organizations but will also constitute the ideal professional environment for the fruitful exchange of views and constitute an invaluable networking scenario.

This is an exceptional event which brings together the marketing staff of research institutes, higher education institutions and interested parties to enable the further broadening of knowledge and competencies and which enables renowned key players, leading scientists and practitioners in the field of marketing from the whole of Europe to truly join forces. The speakers include university professors and lecturers, staff from research and scientific organizations as well as practitioners from Poland and abroad.

The Forum shall be conducted in the Polish and English. The presented papers shall be interpreted simultaneously. The Forum's program consists of lectures, workshops, poster session, theatre performance.



PROGRAMME – 1st day (16/11/2017)

Speeches and workshops in Polish (translated into English)

8:30 - 9:00 Registration and welcome coffee

9:00 - 9:15 **Welcome speeches**

Session 1 Moderated by Prof. Bogdan Sojkin

- **Shaping relationships and values for stakeholders by research and scientific organization**, Prof. Bogdan Sojkin, Poznan University of Economics, Poland
- **Strategic aspects of innovations management**, Jerzy Baruk, Ph.D. Eng., Maria Curie-Sklodowska University in Lublin, Poland
- **Whether we need a social reports ? New challenge of corporate social responsibility**, Sylwia Jaroslawska-Sobor, PhD, The Central Maining Institute, Katowice, Poland
- **The usage of mobile marketing tools in communicating with consumers of the Generation Y on the example of the tourist market**, Olgierd Witzczak, Ph.D., Zbigniew Spyra, Ph.D., University of Economics in Katowice, Poland
- **The use of mobile applications in the marketing communication process by airlines**, Anna Szymczak, Ph.D. Student, Lodz University of Technology, Poland
- **Scientific ethos and attitude towards promotion in science**, Marzena Feldy, Ph.D., National Information Processing Institute, Warsaw, Poland
- **Cognitive competence as the main potential of the marketing manager 4.0.**, Prof. Lidia Białoń, Warsaw Management University, Konrad Werner, Ph.D., University of Warsaw, Poland
- *Paper accepted by the Programme Council*

Coffee break

Session 2 Moderated by Prof. Agnieszka Izabela Baruk

- **Polish university as the (un)attractive potential employer**, Prof. Agnieszka Izabela Baruk, Lodz University of Technology, Poland
- **Integrated marketing communication – concepts, practice, and new challenges**, Prof. Mirosława Pluta-Olearnik, Wrocław University of Economics, Poland
- **The problems of cooperation between science and business**, Piotr Mikosik, Ph.D., Warsaw Management University, Warsaw, Poland
- **Organizational Network Management – new quality in strategic management of R&D centers**, Joanna Bilecka, MA, SERUM, Poland
- **Business models supporting transfer to the economy of innovative R&D work results** – Marzena Walasik, Ph.D., Institute for Sustainable Technologies – National Research Institute, Radom, Poland
- **Crisis and anti-crisis activities – recommendations of decision**, Dariusz Tworzydło, Ph.D., University of Warsaw, Poland
- **Supporting activities of early stage researchers**, Daria Gos, MSc., International Institute of Molecular and Cell Biology in Warsaw, Poland
- *Paper accepted by the Programme Council*

12:30 – 13:30 Lunch + **poster session**

13:40 - 14:55

Parallel workshops

15:05 - 16:20

1. **New rules of personal database processing in marketing since 25th May 2018. How to get ready for it and how to act?**, Tomasz Grzybowski Legal Counsel, The Konieczny, Grzybowski, Polak Law Firm, Poznań, Poland – workshop will be conducted in Polish only
2. **CSR in practice (How to act prosocially to gain the benefits in business, science institution responsible for their employees)**, Magdalena Kazmierczak, PhD. Eng. Poznan University of Economics, Poland – **workshop translated into English**
3. **Science in straightforward words – how to prepare scientific texts to be understandable for the recipient** - tbc

Each Participant of Forum will be able to participate at two 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!

19:00

“Come together“ theatre performance and banquet at Teatr Studio



The Institute of Aviation, al. Krakowska 110/114, 02-256 Warsaw, Poland
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PROGRAMME – 2nd day (17/11/2017)

Speeches and workshops in English only

8:45 - 9:00

Welcome coffee

Session 3

- Speech of Her Excellency, Ms. Andrea Bekić, Ambassador of the Republic of Croatia in Poland
- **International research marketing on a national level - An insight into structures and instruments implemented in Germany**, Katja Lasch, Daad (German Academic Exchange Service), Germany
- **PR & marketing of applied research in the Czech Republic**, Martin Podařil, PR&Marketing, AVO (Association of Research Organisations), The Czech Republic
- *Representative of the Embassy of the Hellenic Republic – tbc*
- *Representative of the Embassy of the Republic of Portugal - tbc*

Coffee break

Session 4 Moderated by Professor Petra Morschheuser

- **Assessing a moderating effect and the global fit of a PLS Model on trading online**, Prof. Juan J. García-Machado, Ph.D., Professor of Finance, University of Huelva, Spain
- **University-Business Cooperation: Marketing Issues**, Prof. Maryna Zhuravlyova Solesvik, Nord University Business School, Nord University, Norway
- **Scientists and researchers in marketing communications campaigns**, Prof. Durdana Ozretic-Dosen, University of Zagreb, Croatia
- **Visual Communication in Public Relations Campaigns**, Dalibor Jakus, Zagreb, Croatia
- **Scientific Organizations: Perspectives for Reputation Measurement**, Prof. Petra Morschheuser, Prof. Jörn Redler, Baden-Wuerttemberg Cooperative State University Mosbach, Germany
- **Importance of Country-of-Origin in Different Product Categories Purchase Decision**, Prof. Zoran Krupka, University of Zagreb, Croatia
- **Marketing 4.0 a new approach - how marketing of scientific and research organisations should adopt to the changing nature of customer paths and the digital economy**, Marek Seretny, Ph.D., Warsaw University of Technology, Poland
- *Paper accepted by the Programme Council*
- *Paper accepted by the Programme Council*

12:45 - 13:30

Lunch

13:40 - 14:55

Parallel workshops

15:05 - 16:20

1. **Science in the Internet – challenges of promotion**, Ilona Iłowiecka-Tańska, Ph.D., Copernicus Science Center, Poland
2. **Innovativeness and cooperation – symbiosis of science and business**, Michał Jasieński, Ph.D., Nowy Sącz Business School - National-Louis University, Poland
3. **International cooperation – Management of cooperation networks** - tbc

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Summing up & closing



POSTER SESSION

"Marketing of scientific and research institutions"

The poster session will be held on November 16th, 2017, during the first day of the Forum.

The deadline for submission of the title and abstract of the poster (description 5- 10 sentences) is **6th November 2017**.

The authors are expected to prepare and provide posters on their own.

During the poster session voting for the most interesting poster will be held. Voting is open to all participants of the conference.

The authors presenting their posters, will be ready for discussion and answering questions connected with their posters.

The authors of the posters participate in the Forum **free of charge**.

PARTICIPATION

There are four forms of participating in the Forum:

- Submission of papers: presenting and publishing the paper, pursuant to the Programme Council's acceptance – registration until 31st July 2017 – deadline has passed
- Submission of papers: publishing the paper (without presenting it), pursuant to the Programme Council's acceptance – registration until 31st July 2017 – deadline has passed
- Submission of poster: presenting it, pursuant to the Programme Council's acceptance – registration until 06th November 2017
- Participation in the Forum (without submission of papers)

FEES & DATES

	Both Days	First Day	Second Day
Regular Price* Registration and payment by 15 November 2017	1000 PLN or 234 €	600 PLN or 140 €	600 PLN or 140 €
Sessions	✓	✓	✓
Workshops	✓	✓	✓
Certificate	✓	✓	✓
Coffee breaks and lunches	✓	✓	✓
Theatre performance and banquet	✓	✓	✓

*The fee does not include additional taxes and bank charges.

*The fee does not include travel and accommodation expenses.

Participants book and cover the costs of accommodation and travel on their own.

Authors that want to present their papers at the Forum are kindly requested to submit their abstracts in the English language (max. 400 words) as soon as possible, however, no later than by **31st July 2017 – deadline has passed**. Additionally, authors are kindly requested to submit short bio and 5-7 keywords. All the abstracts will be subjected to review.

The deadline for submissions of presentation which will be presented during the Forum (in power point or pdf) is **10th November 2017**.

The deadline for submission full text for publication is also **10th November 2017**.

In the case of a large number of applications the organizer reserves the right to select the topics presented at the Forum.



Participants that have been accepted by the Program Council to present their papers or posters are exempt from paying registration fees.

In case of cancellation of participation in Forum up to 21 days before Forum's day the Organisers will reimburse the full amount of the fee which was paid. After 25th October, 2017 the reimbursement will not be possible.

Payment details:

Instytut Lotnictwa
al. Krakowska 110/114
02-256 Warszawa

Bank Pekao S.A.

Bank account for payments in PLN: 90 1240 6247 1111 0000 4977 2760

Bank account for payments in EUR: SWIFT PKOPPLPW 33 1240 6247 1978 0000 4980 3477

Please include the following annotation on the bank order:

MINIB 2017 (Full name/Institution)



The quarterly research journal “Marketing of Scientific and Research Organizations”

The Institute of Aviation has started publishing the articles in the quarterly research journal “Marketing of Scientific and Research Organizations”.

This is an international peer-reviewed journal that publishes original, and high-quality research papers, review articles, case studies in the relevant field. Last year under decision of the Minister of Science and Higher Education there are **9 points** attributed to the author's academic achievements for publishing scientific articles in the Quarterly. The journal is originally published in electronic format (CD-ROM) .

For more information please visit the website www.minib.pl



Please send all abstracts and make enquiries to the following e-mail address:

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Aneta Olejniczak

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For more information about the Forum please visit our website:

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