



## Programme of the Forum

### Thursday 15.11.2018

08:30 09:00 Registration/welcome coffee

#### Welcome speeches

09:00 09:30

Paweł Stężycki, PhD. Eng. - Director of the Institute of Aviation  
Professor Bogdan Sojkin, Poznan University of Economics, Poland  
Maja de'Simoni, CMM - Event Project Manager ESOF2020

09:30 11:00

Marketing for Scientific and Research Organizations: Perspectives, Prognoses, Professional Actions  
Keynote Speaker - Profesor William Bradley Zehner II - IC<sup>2</sup> Institute-University of Texas, Austin, USA

11:00 11:10

Coffee break

#### Session I - Professor Bogdan Sojkin

11:10 11:30 Slot 1.1

Student as a beneficiary of the internship programs financed from European Union funds  
Sylvia Michalak, Ph.D., Professor Bogdan Sojkin - Poznan University of Economics, Poland

11:30 11:50 Slot 1.2

Image crisis - expectations and reality  
Dariusz Tworzydło, Ph.D. - University of Warsaw, Przemysław Szuba, MA, EXACTO sp. z o.o., Poland

11:50 12:10 Slot 1.3

Knowledge and innovations as factors of organizational development - an integrated approach  
Jerzy Baruk, Ph.D. Eng. - Maria Curie-Skłodowska University in Lublin, Poland

12:10 12:30 Slot 1.4

Integrated marketing communication in launch new brand. Central Mining Institute's Eko Patrol case  
Sylvia Jarosławska-Sobór, Ph.D. - The Central Mining Institute, Katowice, Poland

12:30 01:30 Lunch + poster session

#### Parallel workshops

01:30 03:00 (1st group)

1. Jadranka Jezersek Turnes - Kontekst, Slovenia - Trusting Science (in English)  
2. Magdalena Kaźmierczak, Ph.D. Eng., Poznan Univeristy of Economics, Poland - CSR in practice

03:10 04:40 (2nd group)

(translated into English)  
3. Sławomir Olko, Ph.D. Silesian University of Technology, Poland - Open i closed knowledge management models in research-development networks

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!

### Friday 16.11.2018

08:00 08:30 Welcome coffee

#### Session II - Professor Agnieszka Izabela Baruk

08:30 08:50 Slot 2.1

The reasons of lack of young potential employees' interest in an univeristy as an employer and their changes in 2016-2018  
Assosiate Professor Agnieszka Izabela Baruk - Lodz University of Technology, Poland

08:50 09:10 Slot 2.2

How to attract and retain talents in the science sector?  
Marzena Feldy, Ph.D. - National Information Processing Institute, Warsaw, Poland

09:10 09:30 Slot 2.3

Antecedents of brand co-creation by consumers  
Olgiard Witczak, Ph.D. Eng. - University of Economics in Katowice, Poland

09:30 09:50 Slot 2.4

The measurement and evaluation of PR communication  
Dalibor Jakus, MA, Public Relation Specialist - Croatia

09:50	10:10	Slot 2.5	E-marketing campaign for an institution of tertiary education. Case study Beata Tarczydło, Ph.D., Joanna Miłoś, M.A. - AGH Univeristy of Science and Technology, Poland
10:10	10:20	Break	
<b>Session III - Moderator - Professor Durdana Ozretic-Dosen</b>			
10:20	10:40	Slot 3.1	The Role of Services Marketing in the Experience Economy Professor Durdana Ozretic-Dosen - University of Zagreb, Croatia
10:40	11:00	Slot 3.2	Ageing and e-commerce - exotic expression or reality? Maria Rybaczewska, Ph.D., Professor Leigh Sparks - University of Stirling, UK
11:00	11:20	Slot 3.3	The concept of networking research institutes in Poland Renata Barcikowska, Ph.D. - The Railway Research Institute, Poland
11:20	11:40	Slot 3.4	Science festivals as a form of communication conducive to building university relations with stakeholders Agnieszka Smalec, Ph.D. - University of Szczecin, Poland
11:40	12:00	Slot 3.5	Experiential marketing, interactivity and gamification – Differences and similarities among the world- Diána Pacsi, dr. habil. Zoltán Szabó PhD MBA, Máté Batthay, Szent István University, Hungary
12:00	01:00	Lunch	
<b>Session IV- Moderator - Piotr Mikosik, PhD</b>			
01:00	01:20	Slot 4.1	The use of virtual reality in the marketing communication process Anna Szymczak, M.A. - University of Łódź, Poland
01:20	01:40	Slot 4.2	Construction of a university development strategy using the methodology of strategic sessions on the example of the Academy of Fine Arts in Łódź Piotr Mikosik, Ph.D. - Warsaw Management University, Poland
01:40	02:00	Slot 4.3	The use of social media in decision-making processes by young consumers Magda Stachowiak MSc. Eng. - Poznan University of Economics, Poland
02:00	02:20	Slot 4.4	tbc Dariusz Cichoń, Ph.D. Eng. - AGH Univeristy of Science and Technology, Poland
02:20		Closing remarks	