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6th european forum
for marketing of scientific
and research organizations

19-20 November 2015



Bulletin 3

Warsaw, September 2015

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Ministry of Science
and Higher Education
Republic of Poland

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- Professor Durdana Ozretic-Dosen, University of Zagreb, Croatia
- Paulina Papastathopoulou, Ph.D., Athens University of Economics and Business, Greece
- Professor Mirosława Pluta-Olearnik, Wrocław University of Economics, Poland

DATE OF THE CONFERENCE

19-20 November, 2015

VENUE

The Institute of Aviation
al. Krakowska 110/114
02-256 Warsaw, Poland





ABOUT THE FORUM

The Institute of Aviation is organising the **6th European Forum for Marketing of Scientific and Research Organisations**, which will be held from **19-20 November 2015**. This year's forum will be yet another occasion to discuss and exchange views in the field of marketing of scientific and research organisations.

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 organisations as well as practitioners from Poland and abroad.

The mission of the forum is to present the newest research results and practical solutions that are being implemented by scientific and research organisations amongst which are the leading European scientific institutes, education institutions and technology parks.

The main focus of the Forum will be on marketing strategies supporting the promotion of the specific services that are offered by scientific and research institutions in Poland and other European countries. Topics will include marketing research and analysis, B2B marketing, public relations, social marketing, the commercialisation of research results, and copyrights.

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 organisations but will also constitute the ideal professional environment for the fruitful exchange of views and constitute an invaluable networking scenario. The European Forum for Marketing of Scientific and Research Organisations has entered the calendar of marketing events for good thanks to its innovative form and truly substantive approach to marketing.



Agenda of the 6th European Forum for Marketing of Scientific and Research Organizations 1st Day

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 • Old Time Religion of Marketing as a thing of the past, Crentsil Kofi Agyekum, Beijing University of Technology, China • Marketing's role of higher education in raising awareness of innovation, Prof. Lidia Białoń, Warsaw Management Academy, Poland
11:55 am - 12:45 pm	Lunch
	<p>Session 2 Communication strategies of scientific and research organizations</p> <p>Session Chair: Professor Mirosława Pluta-Olearnik</p>
12:45 pm- 1:45 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
1:45 am - 2:00 pm	Coffee Break
2:00 pm - 3:00 pm	Parallel workshops
3:05 pm - 4:05 pm	
	<ul style="list-style-type: none"> • Creation of a scientist image - The workshop trainer - a surprise • Storytelling in marketing of science - Grzegorz Kosson, Writer and Strategist, Warsaw, Poland • The internet and scientific communication - Bartłomiej Juszczak, Managing Director of Integrated Marketing Agency Adweb Group, Poland • Commercialisation of a 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

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

Coffee Break + **Poster session**

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

Session Chair: Professor Zygmunt Waśkowski

10:50 am - 11:35 am

- Marketing innovations as a competitive advantage of universities, Prof. Zygmunt Waśkowski, 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
- Role of a technology transfer platform in commercialization of research results, Marzena Walasik, PhD, Institute for Sustainable Technologies – National Research Institute, Radom

11:35 pm - 12:35 pm

Session 5 Consumers and sales in scientific and research organizations

Session Chair: Professor George J. Avlonitis

- 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 influence of customer relationship management on customer loyalty, dr. Stanford Cronje, Cope Peninsula University of Technology, South Africa
- The usage of marketing relation strategy in the process of commercialization of



science and technology, Małgorzata Grzegorzcyk, PhD, University of Lodz, Poland

12:35 pm – 1:20 pm Lunch

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

Session Chair: Professor Agnieszka Izabela Baruk

1:20 pm - 2:35 pm

- 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
- 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
- Website as a communication tool at scientific institutions, Marzena Feldy, PhD, National Information Processing Institute, Warsaw, Poland

2:35 pm – 3:00 pm **Summing up & Forum closing**

Keynote Speaker



Professor William Bradley „Brad” Zehner II, St. Edward’s University, University of Texas, Austin, Texas, USA

Dr. Zehner is currently Associate Professor of International Business and Global Entrepreneurship and a Global Innovation Teaching Fellow at St. Edward’s University in Austin, Texas. He is also a Global Fellow at the IC2 Institute (a "think" and do" tank) at the University of Texas at Austin. Dr. Zehner was formerly director of the MS program in Technology Commercialization at the University of Texas at Austin.

Dr. Zehner earned his PhD in Executive Management and Leadership from the Peter F. Drucker School at Claremont Graduate University. He also earned master's degrees in finance and marketing from the University of Southern California as well as psychology from Pepperdine University. Prior to becoming an academic, Dr. Zehner was a global executive. Dr. Zehner has served on the board of directors / advisors of technology companies in the US, Europe, Latin America, and Asia.

Session Chairs



Prof. George J. Avlonitis - a Professor at the Department of Marketing and Communication and Deputy Chairman of the Academic Council of the Athens University of Economics and Business (AUEB). He is also Director of the Marketing Laboratory (The Athens Laboratory for Research in Marketing — A.L.A.R.M.) and Scientific Coordinator of the Postgraduate Program "Marketing and Communication" for executives of the same Department.

He has served as President of the European Marketing Academy (EMAC) for the biennium 2008–2010 and as Vice President from 1990 to 1993 and Chairman of the Global Sales Science Institute (GSSI) from 2010 to 2012. He has presented various works in U.S.A., Canada, Australia, Asia and Europe and has published more than 180 articles in international conference proceedings and the most prestigious international scientific journals of Marketing including *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of Product Innovation Management* etc. He is also on the editorial board of six International Journals and has received several times Best Paper Awards. His scientific work has been recognized internationally, since it has been cited in more than 3.000 scientific articles published in the most prestigious scientific journals of marketing.



Prof. Agnieszka Izabela Baruk — works at the Innovation and Marketing Unit of the Department of Management Systems and Innovation of the Łódź University of Technology and at the Department of Economy and Management of the the University of Life Sciences in Lublin. By now she has published 434 scientific papers, including 14 books concerning transaction marketing and personnel marketing as well as their mutual relations. Her scientific interests are associated, among others, with the issue of marketing management, especially with the role of an organization's social system in forming its image and market position, as well as with application of modern marketing solutions with regard

to employees and participants of companies' environment in course of personnel and transaction marketing.



Prof. Durdana Ozretic-Dosen - a Full Professor at the Marketing Department of the Faculty of Economics & Business, University of Zagreb, Croatia. Her teaching, research and consultancy work focus on services marketing, brand management and international marketing. She has published books, contributions to books, numerous scientific articles in national and international journals (*e.g. Journal of Business Research, Educational Studies, Baltic Journal of Management. etc.*) and papers in conference proceedings. She teaches at the undergraduate, graduate and PhD levels. She is editor in chief of the Croatian scientific journal *Market/Tržište* and serves as a member of editorial boards of several

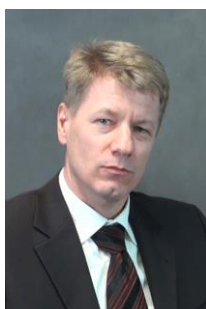
international journals from the marketing field. She is member of numerous academic and professional organisations and frequent participant in international marketing conferences, and serves as lecturer and consultant in executive training programs for Croatian companies.



Prof. Mirosława Pluta-Olearnik, Wrocław University of Economics, Poland - economist, academic teacher, professor of economics, service management and marketing specialist, professor of the University of Economics and the University of Business in Wrocław, author of about 100 scientific publications. For many years she has been specialized in the issues of functioning and development of services in such areas as: banking, tourist, educational, scientific and research, business services. Moreover, she is conducting research on the internationalization of the service sector. The author of such books as "Marketing usług", "Marketing usług bankowych", "Rozwój usług edukacyjnych w erze społeczeństwa informacyjnego", "Przedsiębiorcza uczelnia i jej relacje z otoczeniem".



Prof. Bogdan Sojkin, Poznań University of Economics, Poland - professor of economics at the University of Economics in Poznań, Head of the Chair of Product Marketing at the Faculty of Commodity Science, member of the Commission of Commodities Sciences at the Polish Academy of Sciences, member of the Research Council of the Polish Accountants Association, Chair of the Programme Committee of the European Marketing Forum of Scientific and Research Organizations (Warsaw Institute of Aviation). His professional interests and research activity focus on product management, market and marketing research, product quality, marketing information systems and marketing in sports (including R&D work conducted under science grant projects: 2007–2009 the Ministry of Science and Higher Education, 2009–2012 the National Science Centre, 2012–2013 the National Centre for Research and Development). He specialises in commercialisation of R&D results and marketing in sports. Author and co-author of numerous publications including Handel w gospodarce narodowej, PWE, Warszawa 1989; Rynek żywnościowy, PWE, Determinanty konsumpcji żywności. Analiza hierarchiczna, AE, Poznań, 1994; Podstawy marketingu, AE, Poznań, 1996 and 1999; Zarządzanie produktem, PWE, Warszawa 2003; Badania marketingowe. Teoria i praktyka. PWN, Warszawa 2005; Informacyjne podstawy decyzji marketingowych, PWE, Warszawa 2009; Konsument wobec innowacji produktowych na rynku żywności, UEP, Poznań 2009; Komercjalizacja produktów żywnościowych i jej uwarunkowania, PWE, Warszawa 2012; Zachowania zakupowe i konsumpcyjne mieszkańców Poznania i Wielkopolski, IBRKiK, 2013.



Prof. Zygmunt Waśkowski, Poznań University of Economics, Poland - scientific interests: relationship marketing, strategic marketing, management and marketing in sports. Author of about 100 publications concerning the subject area. Initiator and coordinator of many research projects devoted to managing relations on the B2B market, building companies' competitive advantage, marketing orientation in sports organizations, marketing management of sports products.



Poster session

"Marketing of scientific and research institutions"

November 20, 2015, during the second day of the Conference will be held a poster session.

The deadline for submission of the title and abstract of the poster (description 5- 10 sentences) is 5 October 2015.

The authors 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.

We cordially invite you!

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

Registration must be done electronically through the website www.ilot.edu.pl/minib

There are three forms of participating in the Forum:

- Submission of papers (**the deadline has passed**): presenting and publishing the paper, pursuant to the Programme Committee's acceptance,
- Submission of papers (**the deadline has passed**): publishing the paper (without presenting it), pursuant to the Programme Committee's acceptance,
- Participation in the Conference (without submission of papers).

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 **03 August 2015**.

Additionally authors are kindly requested to submit short bio and 5-7 keywords. All the abstracts will be subjected to review.

The Forum shall be conducted in the Polish and English language. The presented papers shall be interpreted simultaneously.

The deadline for submissions of presentation which will be presented during the Forum (in power point or pdf) is **9th November 2015**.

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

PUBLICATION

“Marketing of Scientific and Research Organizations”

This journal is primarily targeted at professionals dealing with the marketing of scientific and research organizations. Its target readers include the staff of research institutes, higher education institutions, academic research centres, and organizations, associations and establishments providing assistance in scientific research, as well as students and all those who are interested in the subjects covered by the research.

In the journal there are published articles thematically related to the European Forum of Scientific and Research Organizations.

All the articles are published in Polish and English, and are available free of charge on the journal website www.minib.pl. Prior to publication, all articles are subject to review.

The journal is indexed in:

- Central European Journal Of Social Sciences And Humanities (CEJSH),
- Index Copernicus Journals Master List,
- European Reference Index for the Humanities and the Social Sciences (ERIH PLUS),
- Directory of Open Access Journals DOAJ
- BazHum.

- reviewed – positioned – indexed – promoted -

The deadline for submission of the full texts for publication is **18 November 2015**.

FEES & DATES

	Early bird rates deadline: 31 July '15	Standard rates deadline: 31 August '15	Late rates from 1 September '15
Individual reservation*	1150 PLN or 275 EUR The net price	1250 PLN or 300 EUR The net price	1300 PLN or 310 EUR The net price

Special discount 30%!

Please suggest other person participating in the Forum!

Encourage your friend to taking part in this year's Forum and each of you will receive **30 % off**.

Please, necessarily put name and surname of your friend on the Registration Form.

Your friend is also asked to send the Registration Form.



- * Forum fee includes:
 - conference materials
 - participation in the Forum
 - a copy of the publication
 - certificate of participation
 - coffee breaks and lunches
 - theatre performance and banquet

The fee does not include additional taxes.

The fee does not include travel and accommodation expenses.

The deadline for payments is **17 November 2015**.

Registration in the Forum shall be made only once payment has been received.

Participants that have effected the full conference fee shall receive an e-mail confirming their participation in the Forum.

Participants that have been accepted by the Programme Committee to present their papers are exempt from paying registration fees.

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

Payment details:

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al. Krakowska 110/114
02-256 Warszawa

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

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Please include the following annotation on the bank order:

MINIB 2015 (Name & Surname/Institution)

In the 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.

In less than 21 days before Forum – the reimbursement will not be possible.

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

minib@ilot.edu.pl

Conference Office Manager:

Aneta Olejniczak

Phone: + 48 (22) 846 00 11 ext. 551

For more information about the Forum please visit our website:

www.ilot.edu.pl/minib