



# MM 2013

International Conference on Marketing Management

## International Conference on Marketing Management (MM 2013)

5<sup>th</sup> June 2013

Warsaw University of Life Sciences – SGGW

Faculty of Economic Sciences

Department of European Policy, Public Finance and Marketing

166 Nowoursynowska, Warsaw, Poland

WYDZIAŁ NAUK  
EKONOMICZNYCH

GMACH VII  
Im. PROFESORA RYSZARDA MANTEUFFLA



## **Aim of the conference**

The aim of the Conference is to integrate the scientific community involved in marketing issues and to launch a discussion and research in this subject area. Exchange of views and joint research should address direction of modern marketing development, especially including: choice of strategic markets, marketing planning, social aspects of marketing activity, marketing communication and key issues of brand management.

The Conference program provides a plenary session, thematic sessions and a poster session.

## **Scope of the Conference**

### **1. Strategic Marketing – State and Perspectives**

- Modern targeting
- Marketing planning
- Brand management
- Strategies of financing marketing

### **2. Consumer Behaviour**

- Modern methods of marketing research
- Recent trends in consumer behaviour
- Consumer education

### **3. Marketing Communication**

- Standard promotion tools
- Non-standard communication methods - social media, ambient, blogs, mobile marketing

### **4. Social Aspects of Marketing Activity**

- Social, environmental / ecological results of marketing
- Consumerism
- Social advertising
- Advertising to children

## **Programme Committee**

### **Joanna Szwacka-Mokrzycka, Professor of WULS**

(Chairwoman of Programme Committee), Warsaw University of Life Sciences – SGGW

### **Bogdan Klepacki, Professor**

(Honorary Chairman of the Conference), Warsaw University of Life Sciences – SGGW

### **Michal Lostak, Professor**

Czech University of Life Sciences (Czech Republic)

### **Binshan Lin, Professor**

Louisiana State University in Shreveport (USA)

### **Ludmila Nagyova, Professor**

Slovak University of Agriculture in Nitra (Slovakia)

### **Julia Shmygol, Doc**

Poltava State Agrarian Academy (Ukraine)

### **Wojciech Grzegorzczak, Professor**

University of Lodz

### **Grzegorz Karasiewicz, Professor**

University of Warsaw

### **Mieczysław Adamowicz, Professor**

Pope John Paul II State School of Higher Education in Biała Podlaska (Poland)

### **Jarosław Gołębiewski PhD, Associate Professor**

Warsaw University of Life Sciences – SGGW

### **Marian Podstawka, Professor**

Warsaw University of Life Sciences – SGGW

### **Marzena Lemanowicz PhD**

Warsaw University of Life Sciences – SGGW

## **Organising Committee**

Marzena Lemanowicz PhD – Chairwoman

Joanna Chudzian PhD

Anna Jasiulewicz PhD

Iwona Pomianek PhD - Secretary

Dariusz Strzębicki PhD

## **Time schedule**

31.01.2013 – registration form submission (through the website)

15.03.2013 – paper submission

20.04.2013 – reviewers' decision on paper publication

30.04.2013 – conference fee

05.06.2013 – conference

## **Publication**

After double-blind review process submitted papers will be published in one of following scientific journals:

- Scientific Journals of WULS-SGGW European Policies, Finance and Marketing
- Acta Scientiarum Polonorum Oeconomia

In Acta Scientiarum Polonorum Oeconomia will be published papers in English only.

## **Conference fee**

190 EUR – Participation with a paper

125 EUR – Participation with a poster (without a paper)

100 EUR – Participation without a paper

100 EUR – Additional fee for foreign participants including all day Warsaw sightseeing on 6 June 2013 (transport, entrance fees and lunch are included)

## **Contact**

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