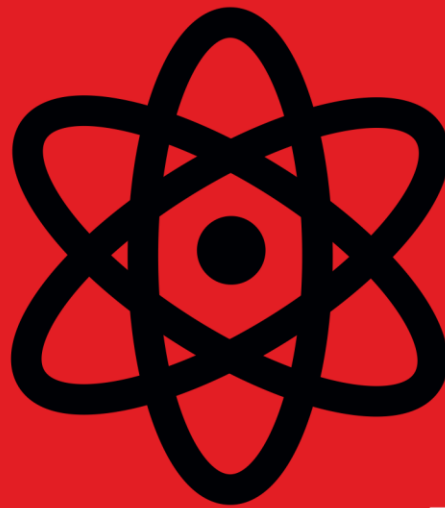


12. EUROPEAN FORUM FOR MARKETING OF SCIENTIFIC AND RESEARCH ORGANIZATIONS

Disruptive changes as the determinant
of both new business models and market strategies
of scientific and research organizations



7-8 November 2023

Bulletin no. 2

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HONORARY PATRONAGE

Honorary patronage
President of the Łukasiewicz Centre
Andrzej Dybczyński



Minister of Education and Science
Republic of Poland

SCIENTIFIC PATRONAGE



ABOUT THE FORUM

This year's Forum will be the twelfth opportunity for discussion and exchange of ideas in the field of marketing of scientific and research organizations.

The purpose of the event is to present the latest research results and practical solutions applied by scientific and research institutions, including institutes, universities, and technology parks from all over Europe in the field of marketing new technologies and commercialization of research results. The forum will be an excellent opportunity to present the achievements of Polish scientists, marketing and commercialization specialists and practitioners in the field of promoting science, research and innovation.

The conference organized by the Łukasiewicz Research Network –Institute of Aviation provides not only an opportunity to exchange views and meet directly with leading scientists and practitioners from home and abroad, but most importantly, it provides an opportunity to learn about current trends, new tools and thus increase knowledge in the marketing of scientific and research organizations. It is also an impulse to deepen cooperation between the scientific and business communities.

The 12th European Forum for Marketing of Scientific and Research Organizations, thanks to its innovative formula and, at the same time, its uniqueness in terms of content, has become a permanent fixture in the calendar of marketing conferences.

The Forum is addressed to:

- Staff management of universities and scientific and research organizations,
- Employees of marketing departments of scientific and research institutions, universities, companies, technology parks, technology development centers,
- Members of organizations related to marketing,
- Experts and managers involved in marketing of scientific and research organizations,
- Students,
- Individuals interested in the topics presented at the Forum.

THE ORGANIZER

Łukasiewicz Research Network – Institute of Aviation

THE DATE

7-8 November 2023 (Tuesday – Wednesday)

VENUE

Łukasiewicz Research Network – Institute of Aviation
al. Krakowska 110/114
02-256 Warsaw, Poland

SCIENTIFIC COMMITTEE

- Professor Bogdan Sojkin - Łukasiewicz Research Network – Institute of Aviation, Poland - Chairman of the Scientific Committee
- Professor Joanna Cygler – SGH Warsaw School of Economics, Łukasiewicz Research Network - Institute of Aviation, Poland - Vice-Chairwomen of the Scientific Committee
- Andrzej Dybczyński, PhD - President of Łukasiewicz Centre, Poland
- Paweł Stężycki, PhD Eng. - Łukasiewicz Research Network – Institute of Aviation, Poland
- Professor Agnieszka Baruk - Lodz University of Technology, Poland
- Professor Anna Dąbrowska - SGH Warsaw School of Economics, Poland
- Professor Arkadiusz Kawa - Łukasiewicz Research Network - Poznan Institute of Technology, Poland
- Professor Robert Kozielski - University of Lodz, Poland
- Professor Zoran Krupka - University of Zagreb, Croatia
- Professor Krzysztof Leja - Gdansk University of Technology, Poland
- Andrzej Leski, PhD, DSc - Łukasiewicz Research Network – Institute of Aviation, Poland
- Beata Lubos, PhD - Łukasiewicz Research Network - Institute of Aviation, Poland
- Professor Petra Morschheuser - Baden-Wuerttemberg Cooperative State University Mosbach, Germany
- Professor Durdana Ozretic-Dosen - University of Zagreb, Croatia
- Professor Mirosława Pluta-Olearnik - Wrocław University of Economics, Poland
- Professor Jörn Redler - Mainz University of Applied Sciences, Germany
- Professor Dariusz Trzmielak - Institute of the Polish Mother's Memorial Hospital in Lodz, University of Lodz, Poland
- Professor Jan W. Wiktor, Cracow University of Economics, Poland
- Professor William Bradley Zehner II - The IC2 Institute at the University of Texas, USA

ORGANIZING COMMITTEE

- Aneta Olejniczak, PhD - Łukasiewicz Research Network – Institute of Aviation - Chair of the Organizing Committee
- Szczepan Baworski - Łukasiewicz Research Network - Institute of Aviation - Vice-Chairman of the Organizing Committee
- Marek Gospodarczyk - Łukasiewicz Research Network - Institute of Aviation
- Tomasz Osypowicz, PhD - Łukasiewicz Research Network - Institute of Aviation
- Kamila Kaczyńska - Łukasiewicz Research Network - Institute of Aviation

SUBJECT FIELD OF THE FORUM

- Disruptive changes as the determinant of both new business models and market strategies of scientific and research organizations,
- Business models of academic and research institutions in the era of disruptive changes in the environment,
- New directions, new market strategies and new marketing tools for scientific and research institutions,
- Competency and practical requirements for undertaking effective market activities of scientific and research institutions in times of environmental uncertainty.

IN THE FORUM'S PROGRAM:

DISCUSSION PANELS

SESSION 1 - Disruptive changes in the environment - challenges for scientific and research institutions

- **Professor Joanna Cygler** - SGH Warsaw School of Economics, Lukaszewicz Research Network – Institute of Aviation, Poland – Moderator,
- **Professor Marzanna K. Witek-Hajduk** - SGH Warsaw School of Economics, Poland,
- **Professor Sebastian Kot** - Czestochowa University of Technology, Poland,
- **Marcin Kardas, PhD.** - Deputy Director for Innovation and Commercialisation, National Centre for Nuclear Research, Świerk.

SESSION 2 - Reconfiguration of business models of scientific and research units

- **Professor Bogdan Sojkin** - Lukaszewicz- Institute of Aviation, Poland – Moderator,
- **Professor Michał Jasiński** - Wyższa Szkoła Biznesu – National-Louis University, Poland,
- **Professor Dariusz Trzmielak** - Institute of the Polish Mother's Health Center in Łódź, University of Łódź, Poland,
- **Professor Radosław Koszewski** - Queen Hedvig Academy, Poland.

SESSION 3 - New market strategies, new directions and new marketing tools for scientific and research institutions

- **Professor Mirosława Pluta-Olearnik** - Wrocław University of Economics and Business, Poland – Moderator,
- **Professor Ewa Jerzyk** - Poznań University of Economics and Business, Poland,
- **Beata Lubos, PhD.** - Director of the Department of International Cooperation, Lukaszewicz Research Network – Institute of Aviation, Poland,
- **Professor Krzysztof Leja** - Gdańsk University of Technology, Poland.

SESSION 4 - Competency and practical requirements for undertaking effective market activities of scientific and research institutions in times of environmental uncertainty

- **Professor Agnieszka Izabela Baruk** - Lodz University of Technology, Poland – Moderator,
- **Professor Magdalena Sobocińska** - Wrocław University of Economics and Business, Poland,
- **Marian Lubieniecki, PhD. Eng.** - Executive Director, GE Aerospace, Poland.

PRESENTATIONS

POSTER SESSION

PARTICIPATION IN THE FORUM

There are three ways of participating in the Forum:

- paper submission, presentation and publication after approval of the Scientific Committee - **registration until September 15th, 2023 (the date has been extended).**
- submission of a paper and its publication (without delivering a speech) after approval of the Scientific Committee - **registration until September 15th, 2023 (the date has been extended).**
- participation in the Forum (without submitting the paper).

The languages of the Forum will be both Polish and English. The presented papers will be translated simultaneously.

In case of a large number of applications, the Organizer reserves the right to choose the topics presented at the Forum.

Participation in the Forum is payable.

POSTER SESSION

On November 7th, 2023 (the first day of the Forum), a poster session will be held where the 10 best posters, selected by the Scientific Committee, will be presented. Authors of the poster session participate in the Forum free of charge.

The deadline for submitting the title and abstract (description of 5-10 sentences) of the poster presentations is October 2nd, 2023.

Participants will prepare and provide printouts on their own.

Participant registration is being done electronically via www.ilot.lukasiewicz.gov.pl/minib

FEES & DATES

FEES & DATES	Early bird registration	Regular Price
	until 31 July 2023	from 1 August 2023
Participation in the Forum	130 Euro*/ per person	170 Euro*/per person

*The fee includes taxes and bank charging. The price is converted at the current exchange rate.

*The fee includes::

- participation in sessions
- certificate of attendance
- coffee breaks & lunches

* 50% discount for students

*The fee does not include travel and accommodation expenses.

Participants of the meeting will book and pay for accommodation and travel costs on their own.

The ultimate condition for participation in the Forum is payment of the fee by October 27th, 2023.

Scientific quarterly "Marketing of Scientific and Research Organizations"

Monthly magazine „Marketing i Rynek”

We encourage you to submit articles to the scientific quarterly "Marketing of Scientific and Research Institutions", published by the Lukaszewicz Research Network – Institute of Aviation, and to the monthly magazine "Marketing i Rynek" (The "Journal of Marketing and Market Studies").



Authors who wish to present papers at the Forum, as well as publish an article, are asked to send the title of the paper in English, abstracts in English (max. 400 words) as soon as possible, but no later than **September 15th, 2023**. In the abstract, the background of the research needs to be explained its objectives, methodology and results, that is, the most relevant relationships or data, as well as the conclusions of the research.

In addition, please send 5-7 keywords and a biographical note in English. All submitted articles will be reviewed.

In case of a large number of submissions, the Organizer reserves the right to select the topics presented at the Forum.

The deadline for submitting full texts for publication is **December 1st, 2023**.

The possibility of publishing articles in journals:

- "Marketing of Scientific and Research Institutions" in English **(100 pts)**
- "Marketing i Rynek" in Polish **(100 pts)**

The final condition for participation in the Forum is payment of the fee by October 27th, 2023.

It is planned to organize a competition for the best scientific article submitted to the 12th European Forum of Marketing of Scientific and Research Organizations.

Contact person:

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e-mail: forumminib@ilot.lukasiewicz.gov.pl

Registration form and details are available on the website:

www.ilot.lukasiewicz.gov.pl/minib