



MM 2015

International Conference on Marketing Management

Warsaw, 18-19 June 2015

Department of European Policy,
Public Finance and Marketing

WNE  **FACULTY OF
ECONOMIC SCIENCES**
WARSAW UNIVERSITY OF LIFE SCIENCES - SGGW



Ladies and Gentlemen!

Department of European Policy, Public Finance and Marketing is pleased to invite you to participate in a conference on contemporary marketing and marketing management.

Aim of the Conference

The aim of the Conference is knowledge exchange and integration of the researchers, dealing with the issues of marketing and also initiation of discussion and research in this area. The exchange of views and joint research should concern the development of modern marketing, with particular emphasis on the inclusion of macro and micromarketing, financing of marketing activities and key issues of brand management.

The Conference program provides a plenary session and thematic sessions (in English and Polish).

Scope of the Conference

- Practical and theoretical aspects of contemporary macro and micromarketing
- Strategic and tactical marketing - state and perspectives
- Innovative marketing tools
- Financial aspects of marketing activities
- Recent trends in consumer behaviour
- Marketing strategies of modern enterprises

Honorary Chairman of the Conference

Bogdan Klepacki, Professor

Warsaw University of Life Sciences – SGGW

Programme Committee

Joanna Szwacka-Mokrzycka, Associate Professor of WULS

Chairwoman of the Programme Committee, Warsaw University of Life Sciences – SGGW

Jarosław Gołębiowski, Associate Professor of WULS

Dean of the Faculty of Economic Sciences, Warsaw University of Life Sciences – SGGW

Dagmar Lesáková, Professor

University of Economics in Bratislava (Slovakia)

Michal Lostak, Professor

Czech University of Life Sciences (Czech Republic)

Rasim Abutalibov, PhD

Qafqaz University (Azerbaijan)

Wojciech Grzegorzczak, Professor

University of Lodz

Grzegorz Karasiewicz, Professor

University of Warsaw

Edyta Rudawska, Associate Professor of SU

University of Szczecin

Andrzej Szplit, Professor

Jan Kochanowski University in Kielce

Anna Mazurkiewicz-Pizło, PhD

Józef Piłsudski University of Physical Education in Warsaw

Robert Nowacki, PhD

University of Finance and Management in Warsaw

Wojciech Pizło, Associate Professor of WULS

Warsaw University of Life Sciences – SGGW

Marzena Lemanowicz, PhD

Warsaw University of Life Sciences – SGGW

Time Schedule

15.01.2015 r. – registration form submission (through the website)

15.02.2015 r. – paper submission

15.03.2015 r. – conference fee

Bank transfer details will be announced on the website on 10.01.2015

Publication

Positively rated articles will be published in:

- Acta Scientiarum Polonorum, Oeconomia (10 points)
- Scientific Journals of WULS-SGGW European Policies, Finance and Marketing (8 points)
- Scientific Journals of WULS-SGGW Economics and Organization of Agri-food Economy (8 points)
- Internal Trade Magazine (7points) (publication in 2016)
- Scientific monograph

The assessment obtained from 2 reviews will determine the qualifications for the individual publications

Conference fee

245 EUR – full participation in the conference (participation in sessions, conference materials, meals, field trip on the second day of the conference, publication)

150 EUR– participation without a paper (participation in sessions, conference materials, meals, field trip on the second day of the conference)

Above fees do not include accommodation on 18-19.06.2015

Organising Committee

Marzena Lemanowicz, PhD – Chairwoman

Iwona Pomianek, PhD - Secretary

Joanna Chudzian, PhD

Anna Jasiulewicz, PhD

Maciej Stawicki, PhD

Aleksandra Wicka, PhD

Monika Narojek, MSc

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