

## Time Schedule

31.01.2017 – registration form submission (through the website)

28.02.2017 – paper submission

31.03.2017 – conference fee: Bank Pekao SA: PL44 1240 6003 1111 0000 4945 5230,  
only with a note: **507-20-080900-N00528-99 Name and surname MM2017**

## Publication

Positively rated articles will be published in:

- Scientific Journal European Policies, Finance and Marketing
- Scientific Journals of WULS-SGGW Economics and Organization of Agri-food Economy
- Internal Trade Magazine
- Annals of Marketing Management & Economics
- scientific monograph

The qualification for journals will be determined by the rates obtained from 2 blind reviews. Publication in 2017 or 2018.

## Conference fee

320 EUR – full participation in the conference (participation in sessions, conference materials, meals, publication, 5/6.06.2017 accommodation in a double room - Rynia)

340 EUR – full participation in the conference (participation in sessions, conference materials, meals, publication, 5/6.06.2017 accommodation in a single room - Rynia)

180 EUR – participation without a paper (participation in sessions, conference materials, meals, 5/6.06.2017 accommodation in a double room – Rynia)

200 EUR – participation without a paper (participation in sessions, conference materials, meals, 5/6.06.2017 accommodation in a single room – Rynia)

190 EUR – online participation with publication of a paper (requires online connection of your university; for foreign participants only)

## Organising Committee

Iwona Pomianek, PhD – Chairwoman

Anna Jasiulewicz, PhD – Vice- Chairwoman

Ewa Bąk-Filipek, PhD; Joanna Chudzian, PhD; Mariusz Grębowiec, PhD; Maciej Stawicki, PhD; Aleksandra Wicka, PhD; Marta Krystosik, MSc – secretary

## Contact

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3rd International Conference on Marketing Management



**Warsaw – Rynia, Poland, 5-6 June 2017**

Organized by the Department of European Policy and Marketing



**Patronage**



## Ladies and Gentlemen!

Department of European Policy and Marketing is pleased to invite you to participate in the third edition of a conference on contemporary marketing and marketing management.

## Aim of the Conference

The aim of the Conference is integration of the researchers by exchange of knowledge and opinions on contemporary marketing and management. We would like to pay special attention to current trends in management and marketing, including new developments in behaviour of consumers as well as innovative technologies of communication, information and research.

## Scope of the Conference

1. Trends and activities of modern marketing - conventional as well as unconventional tools and methods of research.
2. New phenomena and tendencies in market behaviour of contemporary consumers.
3. Information and communication technologies in marketing - tradition vs. modernity.
4. Issues of the value in modern marketing concepts.
5. Consequences of globalization and cultural differences for management and marketing.
6. Territorial marketing.

The first day of the conference (5th June 2017) will be held in the campus of the Warsaw University of Life Sciences – SGGW, where a plenary session is planned (in Polish and in English). After the session, participants will be transferred to a resort at the Zegrzyńskie Lake (near Warsaw), where the conference will continue, with a cruise on the lake and a gala dinner in the evening. The next day (6th June 2017) debates in thematic sections will be held. After the conference, approx. at 3 p.m., the participants will be transferred to the WULS-SGGW campus.



## Programme Committee

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Chairwoman, Warsaw University of Life Sciences – SGGW (Poland)

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**Harun Uçak, Assoc. Professor**, Alanya Alaaddin Keykubat University (Turkey)

**Anna Jasiulewicz, PhD**, Warsaw University of Life Sciences – SGGW (Poland)

**Robert Nowacki, PhD**, University of Finance and Management in Warsaw (Poland)

**Iwona Pomianek, PhD**, Warsaw University of Life Sciences – SGGW (Poland)