

13. EUROPEAN FORUM FOR MARKETING OF SCIENTIFIC AND RESEARCH ORGANIZATIONS

R&D COLLABORATION
AND BEYOND

7-8 November 2024

Bulletin no.1

May 2024

You are invited to participate in
the 13th European Forum for Marketing of Scientific and Research Organizations,
during which leading scientists, industry experts and thought leaders
will share their knowledge and experiences on topics related to marketing of science
and R&D collaboration.

THE ORGANIZER

Łukasiewicz Research Network – Institute of Aviation

THE DATE

7-8 November 2024 (Thursday-Friday)

VENUE

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

ABOUT THE FORUM

This year's Forum will be the thirteenth opportunity for discussion and exchange of ideas in the field of marketing of scientific and research organizations and R&D collaboration.

The science and research sector, in which scientific and research organizations operate, is in its essence a specific service activity. It seems, therefore, that expectations of marketing activities are more professional than in enterprises representing the sphere of trade or production. The competitiveness between enterprises, universities and institutions operating on the market forces the implementation of a marketing approach to managing their activities.

The success of the Forum organised by Łukasiewicz Research Network - Institute of Aviation has shown that there is a great demand for the creation of opportunities for scientists and practitioners in the field of marketing. Participation in the event gives the occasion to present research results, exchange experiences and concepts in the field of marketing the services offered by scientific and research organizations in an international environment. This year's conference motto is: "R&D collaboration and beyond". The importance and benefits of R&D collaboration are manifold and profound. This collaboration is pivotal in broadening research horizons. The aim of the event is to identify new ideas and even implement them faster.

The main objectives facing the marketing of scientific and research organizations are, first and foremost, to build strong customer relationships, support commercialisation processes and implementation of scientific achievements into business. The market values offered by scientific and research organizations often require non-standard and pioneering approaches due to the satisfaction of new, often 'unconscious' customer needs.

The 13th 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.

SUBJECT FIELD OF THE FORUM

1. Development of new technologies - towards effective cooperation between science and business.
2. The importance of research and scientific institutions in creating competitive advantages for companies on an international scale.
3. Challenges of cooperation between scientific and research units and partners.
4. How to build the market success of research institutes and scientific centres?

WHY PARTICIPATE?

Participation in the 13th European Forum for the Marketing of Scientific and Research Organizations brings many benefits, such as:

- **New knowledge imparted by experienced scientists and practitioners from Europe**

The Forum is a place for meeting with leading scientists and practitioners from Europe, and an excellent opportunity to learn about current trends, new tools, and thus deepen knowledge in the field of marketing of scientific achievements and research organizations. It is also an impulse to deepen collaboration between the scientific and business communities.

- **Networking**

During this unique event dedicated to practitioners in the field of marketing, employer branding and cooperation between business and scientific institutions, participants will have the chance to come into contact with R&D industry leaders, experts and establish valuable business contacts.

- **Practical insights for the future**

The Forum organisers will also ensure that participants leave the conference not only with new knowledge, but also with inspiration gained from the presentations and discussion panels

- **Visiting Warsaw - capital city of Poland**

There is a lot of fun & unusual things to do in Warsaw, Poland! Warsaw is a diverse city with something for everyone. The bustling, beautiful capital of Poland, Warsaw is truly a city of contrasts. It has modern business districts, yet remains deeply traditional with its historical architecture and monuments. It's cosmopolitan, but also home to many charming cobbled streets that are perfect for exploring and people-watching.

- **Motivation for action**

- **Meeting with outstanding academics**

- **The possibility of publishing an article in the scientific journal "Marketing of Scientific and Research Organizations" – www.minib.pl**

THE FORUM IS ADDRESSED TO:

- Researchers and scientists,
- Experts and managers,
- Innovative start-ups,
- R&D industry leaders,
- Management staff of universities and scientific and research institutions,
- Employees of marketing departments of scientific and research organizations, universities, enterprises, technology parks, technology development centres,
- Students and graduates,
- Individuals interested in the topics presented at the Forum.

ORGANIZING COMMITTEE

- Aneta Olejniczak, PhD - Łukasiewicz Research Network - Institute of Aviation - Chair of the Organizing Committee
- Edyta Miszczuk - Łukasiewicz Research Network - Institute of Aviation
- Szczepan Baworski - Łukasiewicz Research Network - Institute of Aviation
- Kamila Kaczyńska - Łukasiewicz Research Network - Institute of Aviation

We cordially invite you to participate in the Forum.

- Registration form and details are available on the website: www.minibforum.com
- The Forum will be held in English language.
- Participation in the Forum is payable.

There are three ways of participating in the Forum:

- paper submission, presentation and publication after approval of the Scientific Committee - registration until July 31st, 2024.
- submission of a paper and its publication (without delivering a speech) after approval of the Scientific Committee - registration until July 31st, 2024.
- participation in the Forum (without submitting the paper).

IMPORTANT DATES

7 th May 2024	Registration begins (Early Bird fee)
7 th May 2024	Short papers submission begins
31 st July 2024	Short papers deadline
1 st August 2024	Late fee
9 th September 2024	Notification of the acceptance of short papers
18 th October 2024	Deadline for submission of full texts of articles
7 th -8 th November 2024	13 th European Forum for Marketing of Scientific and Research Organizations

FEES AND DATES

FEES AND DATES	Early Bird fee	Late fee
	until July 31 st , 2024	from August 1 st , 2024
Basic participation in Conference	1000 PLN*/235 Euro /per person	1200 PLN*/280 Euro /per person
Standard participation in Conference	1300 PLN*/300 Euro /per person	1500 PLN*/350 Euro /per person
Conference fee for students (only basic participation)	400 PLN*/100 Euro /per person	600 PLN*/140 Euro /per person

*Fee includes VAT

Basic participation in Forum includes:

- Participation in sessions,
- Certificate of participation (in pdf on demand),
- Coffee breaks and lunches.

Standard participation in Forum includes:

- Participation in sessions,
- Certificate of participation (in pdf on demand),
- Coffee breaks and lunches,
- Event dinner.

During the conference students will be required to show their *valid student card*.

Fees do not include accommodation and travel costs.

Participants book and pay for accommodation and travel costs on their own.

Invoices will be issued 30 days prior to the conference start date.

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 Organizations", 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, short papers in English (max. 1500 words) as soon as possible, but no later than **July 31st, 2024**. In addition, please send 5-7 keywords and a biographical note in English. All submitted articles will be reviewed.

In the short papers Authors are requested to present the problem, research results (what is revealing) and conclusions.

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 **18th, October 2024**.

The possibility of publishing articles in journals:

- "Marketing of Scientific and Research Institutions" in English **(40 pts)**
- "Marketing i Rynek" in Polish **(40 pts)**

After receiving the article, the Scientific Committee will decide in which journal it will be published.

Organizing Committee Contact:

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

Registration form and details are available on the website:

www.minibforum.com