



MM 2021

5th International Conference on Marketing Management



MS Teams Platform

June 18, 2021

**Organizer: Department of Development Policy and Marketing,
Institute of Economics and Finance**



SZKOŁA GŁÓWNA
GOSPODARSTWA
WIEJSKIEGO
Instytut Ekonomii
i Finansów



Patronage

Ladies and Gentlemen!

The Department of Development Policy and Marketing of Warsaw University of Life Sciences is pleased to invite you to participate in the fifth edition of the conference devoted to contemporary marketing and marketing management – 5th International Conference on Marketing Management

Purpose of the Conference

The aim of the conference is to exchange knowledge and experiences related to the issues of contemporary marketing. We would like to pay special attention to the current trends in management and marketing, taking into account pandemic of COVID-19, new phenomena in consumer behavior, innovative communication, information and research technologies. We count on valuable discussions and integration of the academic community focused on the above-mentioned issues.

Thematic scope of the Conference

1. The impact of the Covid-19 pandemic on the market behavior of enterprises.
2. Changes in consumer behavior caused by the Covid-19 pandemic.
3. Trends of modern marketing - new phenomena, tools and research methods.
4. Communication and information technologies in marketing. Digital transformation - implications for marketing.
5. Contemporary global problems and their impact on changes in marketing and management.

Due to epidemic conditions, the 5th edition of the conference will be held remotely on the MS Teams platform.

Variants of participation

- Option 1 - on-line participation in the conference with the presentation and the publication of a chapter in a monograph, cost: PLN 800 zł (EUR 180).
- Option 2 - free on-line participation in the conference with the presentation
- Option 3 - free on-line participation in the conference without a presentation

Publication

Chapter in the Monograph of the Warsaw University of Life Sciences Publishing House (according to the list of the Ministry of Science and Higher Education - 100 points, assigning points to Authors in accordance with the rules contained in the RMNiSW of February 22, 2019 on the evaluation of the quality of scientific activity, Journal of Laws 2019, item 392).

The publication of a monograph depends on the application of an appropriate number of authors of the chapters. Editorial requirements can be found on the conference website.

Programme Committee

Joanna Szwacka-Mokrzycka, Professor

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

Jarosław Gołębiowski, Professor, Vice-Rector, Warsaw University of Life Sciences – SGGW (Poland)

Anna Dąbrowska, Professor, Warsaw School of Economics (Poland)

Wojciech Grzegorzczak, Professor, University of Lodz (Poland)

Yaroslava Larina, Professor, National University of Life and Environmental Sciences of Ukraine (Ukraine)

Iryna Lylyk, Professor, President of the Ukrainian Marketing Association, Kyiv National Economic University (Ukraine)

Eugeniusz Michalski, Professor, Koszalin University of Technology (Poland)

Irena Ozimek, Professor, Warsaw University of Life Sciences – SGGW (Poland)

Baiba Rivža, Professor, Latvia University of Life Sciences and Technologies (Latvia)

Edyta Rudawska, Professor, University of Szczecin (Poland)

Natalia Savytska, Professor, Kharkiv State University of Food Technology and Trade (Ukraine)

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Tomasz Zalega, Professor, University of Warsaw, (Poland)

Jan Žukovskis, Professor, Vytautas Magnus University (Lithuania)

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

Zygmunt Waśkowski, Assoc. Professor, Poznan University of Economics (Poland)

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

Marzena Lemanowicz, PhD, Warsaw University of Life Sciences – SGGW (Poland)

Deadlines

May 20, 2021 - sending applications ([electronic application form](#))

June 30, 2021 - submission of paper

July 15, 2021 - payment of the conference fee to the account:

Warsaw University of Life Sciences, Bank Pekao SA,
44 1240 6003 1111 0000 4945 5230, SWIFT: PKOPPLPW

title of payment: 507-20-910600-T00126-99, **Full name MM2021, option 1**

Please make the payment after approval of the submitted text for publication.

Organizing Committee

Marzena Lemanowicz, PhD – chairwoman

Anna Jasiulewicz, PhD - vice-chairwoman

Paulina Trębska, PhD - secretary

Agnieszka Biernat-Jarka, PhD; Joanna Michalik, PhD; Mariusz Grębowiec, PhD;

Maciej Stawicki, PhD (technical support for the conference)

Contact

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