



6th International Conference on Marketing Management



**MS Teams Platform**

**June 22, 2023**

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



WARSAW  
UNIVERSITY  
OF LIFE SCIENCES

Institute of Economics  
and Finance



Patronate

### **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 sixth edition of the conference devoted to contemporary marketing and marketing management – 6<sup>th</sup> 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 digital revolution, AI, 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. Contemporary global problems and their impact on changes in marketing.
2. New phenomena, tools and research methods in contemporary marketing.
3. Digital transformation, -VR, AR, AI, IoF - implications for marketing.
4. New communication and information technologies in marketing.
5. New trends in consumer behavior in the era of digitalization.

The 6th edition of the conference will be held remotely on the MS Teams platform. The sessions will be held in English (one session in Polish is also planned). We ask participants to prepare short speeches of 10-15 minutes. The organizers of the conference do not ensure publication of articles presented during the conference.

### **Variants of participation**

Option 1 - free on-line participation in the conference with the presentation  
Option 2- free on-line participation in the conference without a presentation

### **Certificate**

Active participants presenting the paper during the conference will receive a certificate of participation in the international conference

### **Deadlines**

May 20, 2023 - sending application <https://forms.gle/sznBHVh5KFc9iqvA8>

## Scientific Board of the Conference

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

## 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

## Contact

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