

Faculty of Mass Media Communication
University of SS. Cyril and Methodius in Trnava

Invites you to
15th Annual International Scientific Conference

MARKETING
IDENTITY

2018

DIGITAL MIRRORS

6th - 7th November 2018
SMOLENICE, SLOVAKIA

SECTIONS OF THE CONFERENCE

Individual discussion sessions will be divided into these sections:

1. THE MAGIC MIRROR OF COMPANIES' SUCCESS

- the charms of digital communication and the ways enterprises use it today;
- digital versus traditional communication tools;
- benefits of digital solutions applied to communication mix of non-profit organisations;
- use of digital tools in the context of advocating social responsibility;
- innovations in marketing communication.

2. THE SECRET MIRROR OF GENERATIONS AND CONSUMERS

- secrets of consumer behaviour and generations living in the digital era;
- the digital age and its influence on values held by diverse generations of consumers;
- shifts in consumers' shopping behaviour, in their lifestyle; related social, demographic and economic changes;
- segmentation and typology of generations.

3. THE BROKEN MIRROR OF MEDIA

- problems of traditional media in the digital age;
- digital media and their place in media strategies of organisations;
- media education and its significance in terms of improving digital literacy;
- digital games as a form of communication and education and as a media education tool;
- marketing of digital games;
- new theoretical and research findings in the field of digital games theory.

4. THE CROOKED MIRROR OF LAW (GDPR)

- legal aspects of marketing communication resulting from GDPR;
- changes of legal frameworks associated with obtaining consent in marketing activities;
- changes in the sphere of internal and external communication strategy in relation to obtaining consent of the persons concerned whose personal data will be stored in various loyalty or marketing systems;
- types of processed personal data such as IP addresses, cookies, online identifiers; the differences between personal and pseudonymised personal data;
- consent of a natural person obtained during marketing activities of a company (newsletters, competitions, loyalty programmes).

CONFERENCE PROGRAMME

6th November 2018

08.00 - 09.00	Registration of the participants
09.00 - 10.30	Opening ceremony and main part of the programme
10.30 - 10.45	Coffee break
10.45 - 12.00	Main plenary speeches, discussion
12.00 - 13.30	Lunch
13.30 - 15.00	Discussion sessions
15.00 - 15.30	Coffee break
15.30 - 18.00	Discussion sessions
19.00	Banquet with entertainment programme

7th November 2018

08.00 - 09.00	Registration of the participants
09.00 - 10.30	Discussion sessions
10.30 - 10.45	Coffee break
10.45 - 12.00	Discussion sessions
12.00 - 13.30	Lunch

The participants will receive a detailed schedule of discussion papers at the registration.

SCHOLARLY PUBLICATIONS RELATED TO THE CONFERENCE

- **Peer-reviewed conference proceedings that include selected conference contributions in English, which will be suggested for database indexation (Web of Science, Scopus, etc.).**

The conference proceedings related to Marketing Identity 2013 - 2016 have been positively evaluated and indexed by Web of Science. Conference proceedings related to the conference Marketing Identity 2017 are currently being evaluated by Web of Science. We would like to kindly remind the authors that these texts must meet all grammatical, stylistic and scholarly requirements associated with academic writing in English and translations must reach the highest professional and terminological level.

- **Standard conference proceedings in Slovak, Czech, Polish or, alternatively, different language.**

Accompanying event - the discussion session Clusters: Industry 4.0, Open Innovations 2.0, Communication of a New Generation. The section is one of the outputs of the national project inovujme.sk.

Main discussion topics: regional economic development and inclusive prosperity, talent and diversity mobilisation, cluster ecosystem expansion, proposal of innovative networks for innovations, cluster communication.



TECHNICAL AND ORGANISATIONAL DETAILS OF THE CONFERENCE

Conference application form

Deadline for applications: **12th October 2018** via electronic application form available at: <http://bit.ly/midentity18>

Conference fee

All submitted conference papers will be submitted to a double-blind peer review process. The conference fee will be determined in accordance with individual review results as follows:

- **150,- €** - a paper in English, recommended to be published in the conference proceedings which will be submitted for evaluation by international citation databases (Web of Science),
- **100,- €** - a paper in Slovak, Czech, Polish, English, or other language which will be published in the standard conference proceedings.

In case of co-authorship, each co-author pays conference fee 70,- €, whether attending the conference personally or not.

We would like to remind you that it is necessary to respect the deadline for submitting papers (12th October 2018) so we are able to inform you about the results of the review process and to determine your conference fee in due time. In case you are unable to meet the deadline, your paper will not be published.

The conference fee covers the organisation costs such as renting of the conference venue, printing the conference materials, publishing the reviewed conference proceedings, refreshments offered during the conference, and evening banquet. **Please note that the fee does not cover the costs for lunch and accommodation.**

The conference fee may be paid via bank transfer (please fill your billing information while completing the registration form in case you are interested in this option).

Food

6th November 2018 - Lunch = 10 € / 7th November 2018 - Lunch = 10 €

Please note that the fees for lunch are paid in cash only, during registration procedures at the conference. Lunch is optional; expressing your interest in having lunch is a part of the electronic application form.

Accommodation

The Smolenice Castle: **price (1 person) = 35 €/night**

Please note that the fee is paid in cash during registration procedures. In case you are interested in this service, please express your interest by choosing the proper option included in the electronic application form. To learn more about other choices of individual accommodation in Trnava, please see the following website: www.trnava.sk.

Transportation

Transportation to the venue of the conference is individual; please note that each participant pays the travel costs at their own expenses.

You may also use the bus service available to the conference participants - from Trnava to Smolenice. The bus will leave at 07.45 from the Main train station in Trnava; 08.00 from the University of SS. Cyril and Methodius, Námestie J. Herdu 2, Trnava. Using the bus service provided by the University of SS. Cyril and Methodius is free of charge.

Please note that travelling by car may be complicated by a certain delay due to traffic situation in Trnava. We would like to kindly suggest using Route 51. It is possible to park your car in a parking place located right next to the Smolenice Castle. Parking is free of charge.

Important dates

By 12 th October 2018	Deadline for submitting the applications
By 12 th October 2018	Deadline for submitting the papers
6 th - 7 th November 2018	Date of the conference

GUIDELINES FOR AUTHORS

Please send your paper in Slovak, Czech or English language and in the maximal extent of 10 pages (including abstract in English, key words, illustrations, charts and list of references) to: **marketing.identity@fmk.sk** using the MS Word text editor (.doc or .docx format) until **12th October 2018** at the latest.

Text format

- Font type: Times New Roman.
- Font size: 12 pt.
- Alignment: justify.
- Spacing: 1.
- All margins: top and bottom 2,5 cm, right and left 2 cm.
- Chart description: above the chart, including the reference.
- Illustration description: under the illustration, including the reference.
- Bibliographic references or notes: please use numbered footnotes on the relevant page in accordance with **citation rules approved by Faculty of Mass Media Communication.**

Content arrangement of the paper

(Please see paper template available at the conference website):

- Title of the paper in English (14 pt, bold, CAPITAL letters, align centre).
- Name and surname of the author/authors (14 pt, italics, align centre).
- Abstract in English - max. 15 lines.
- Key words in English - max. 10 words.
- Titles of the chapters (14 pt, bold).
- Text of the paper.
- List of references - according to FMK's citation rules.
- Contact details - name(s) of the author/authors with full academic degrees, name and address of the affiliated organisation, e-mail(s) of the author/authors (align left).

In case the contributions meet the given requirements, the received papers will be published in peer-reviewed conference proceedings. All texts as submitted must be original, so-far-unpublished (please see **Editorial Policy** on the conference website). Presentation of the paper, including discussion, may not exceed 15 minutes. All discussion sections are equipped by laptops and digital projectors.



SCIENTIFIC COMMITTEE OF THE CONFERENCE

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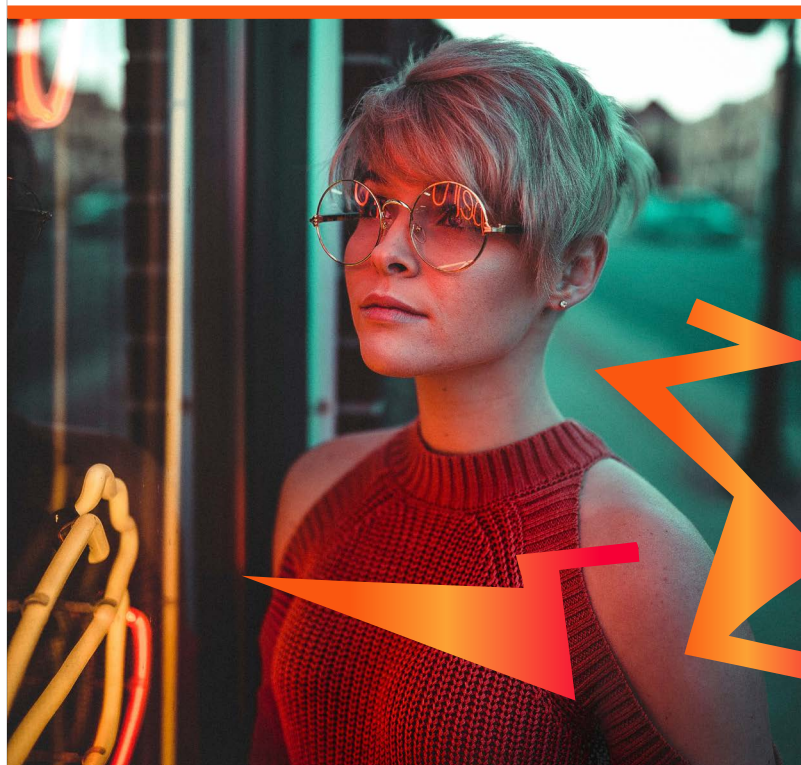
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