

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

Invites you to **International scientific conference**



MARKETING
IDENTITY

2014

“EXPLOSION” OF INNOVATIONS

4th - 5th November 2014
SMOLENICE



FMK
Fakulta masmediálnej komunikácie
Faculty of Mass Media Communication



CONFERENCE SECTIONS:

Discussion sessions will be divided into the following sections:

1. SECTION: Marketing & Communication Innovations

**Chairs: prof. PhDr. Dušan Pavlů, CSc.
prof. Ing. Alena Kusá, PhD.**

Innovations are phenomena that are related to all aspects of business activities and processes, including marketing and communication. Innovations and marketing are like 'conjoined jars', which always provide a space for creativity, flexibility and development. Globalization offers new opportunities and available technological solutions that help us to modernize the marketing and communication activities, bringing a wide spectrum of possibilities, which can be used in favor of business subjects that operate on the market. In order to understand such innovations, the customers have to learn to embrace new trends and follow them. Marketing is influenced by modernization and changes that occur far quicker than ever before. Changes in usual practices and customary procedures have become a necessity; they aim to implement innovative and creative solutions, which allow us to reach our goals more effectively and make positive modifications in order to increase customer value, and therefore also competitiveness of business. The first section focuses on innovations associated with all marketing communication tools - new forms included - that refer to newly formed trends in marketing implemented by business organizations of all types and sizes. We therefore offer an open space to discuss the importance of innovations and their implementation at present as well as in the future, relationship between innovations and increase of business competitiveness, innovations as a key to attracting customers, innovations as a part of modern marketing and communication, thus innovations of 21st century.

2. SECTION: Digital Innovations

**Chairs: PhDr. Peter Murár, PhD.
Mgr. Dáša Mužíková, PhD.**

Marketing has always been deeply dependent on data. By embracing digital analytics, organizations will discover, define and refine new and emerging customer needs and aspirations, and create truly unique, exciting experiences. Mobile networks and smartphones are radically changing the way we interact with the world. These mobile devices not only play an important role in our collective consumption of information, they also generate a growing proportion of new information. By combining the power of analytics with the ubiquity of mobile phones, organizations have the opportunity to serve up rich data on location, within the proper context, based on user preferences and behaviors. Contributions should address particular aspects of mobile marketing, processing and use of data for marketing purposes. Abstracts that do not focus on this aspect will be accepted only if chairpersons of the section will agree that they are potentially very interesting contributions in the area of digital marketing.

3. SECTION: Media Innovations

**Chairs: doc. PhDr. Slavomír Magál, CSc.
Mgr. Martin Klementis, PhD.**

Without continual and ongoing innovations, and thus without the efforts of brands to become inseparable parts of human life, marketing would not be such a dynamic field as we see it to be today. Most of these innovations have been brought by one medium only - the Internet - and they all depend on dynamic technological progress. Media environment itself is not an exception. The emergence of online communication, influence of social media, as well as increase of digital literacy visible among practically all target groups of the recipients have changed the traditional understanding of media so dra-

matically that it has become almost a thing of the past. We may even say that the media market has changed lately as well. These changes are not related just to products, processes or marketing activities; they can be seen as a highest degree of development, as so called paradigmatic innovations. The third section therefore pays attention to the connections and relations between traditional media and online communication environment, opening discussion aimed at using new technologies and online formats in the spheres of social media, smartphone technologies and so called 'Internet of Things'.

4. SECTION: Green Innovations

**Chairs: prof. Ing. Anna Zaušková, PhD.
doc. Ing. Jaroslav Bednárik, PhD.**

Nowadays, 'green innovations' is a very frequently used term. The society is well aware of the necessity of their realization, customers turn their attention to 'greener' products, and business organizations strive to realize their activities in more ecological ways, implement environmentally friendly approaches to production processes and other business practices. Green innovations may exist in various forms. However, the key idea of their existence is always associated with positive changes of our environment. Currently, these changes, whether related to products, processes or procedures, are extremely important. The essential parts of the whole eco-innovation process are change in thinking and attitude, as well as orientation of business inventions toward the efforts to contribute to protecting our environment and saving energies and resources, where - besides gaining profit - the struggle for preserving sustainable development is also the priority. The fourth section dedicated to green innovations provides the conference attendees with a space to discuss the need to solve the issues of environment, with emphasis on suggesting possible solutions. Various points of view and interdisciplinary approaches are welcome, including the terms of economy, philosophy, but - most importantly - marketing communication.

5. SECTION: Consumer Privacy Innovations

**Chairs: prof. Ing. Jarmila Šalgovičová, CSc.
doc. Ing. Rudolf Rybanský, CSc.**

The fifth section is an output of Project VEGA 1/0558/12 titled Research on factors influencing the selection and implementation of integrated marketing communication tools with regard to safety of information and customer protection. The essential issues addressed through the project include: aspects of the security of information for marketing communication, using the tools of integrated marketing communication in order to ensure the safety of information and customer protection in business practice, improving the safety policy related to business information in the context of marketing communication, updating and improving the customer protection and satisfaction code, as well as assessment, evaluation, selection, and implementation of integrated marketing communication tools using optimal software solutions with respect to the safety of information and customer security in business activities. Although the section focuses on project participants and their scientific contributions, any other attendees interested in the given issues are welcome to share their findings and opinions.

6. SECTION: Governance and adaptation to innovative modes of higher education

Exclusive section dedicated to participants of Project Governance and adaptation to innovative modes of higher education. The discussion session will be held on 5th Nov. 2014.

SCIENTIFIC COMMITTEE OF THE CONFERENCE:

Dr. h. c. doc. Ing. Jozef Matúš, CSc.

University of SS. Cyril and Methodius in Trnava, Slovakia

prof.dr.sc. Denis Jelačić

University of Zagreb, Croatia

prof. PhDr. Dušan Pavlů, CSc.

University of SS. Cyril and Methodius in Trnava, Slovakia

prof. Dr. Peter A. Bruck Ph.D.

Research Studios Austria Forschungsgesellschaft mbH,
Salzburg, Austria

prof. Diab Al-Badayneh

Mutah University, Amman, Jordan

prof. Ing. Anna Zaušková, PhD.

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prof. Ing. Alena Kusá, PhD.

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doc. Ing. Renata Nováková, PhD.

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doc. Krzysztof Gajdka, PhD.

University of Economics in Katowice, Poland

doc. Ing. Ivana Butoracová Šindleryová, PhD.

International School of Management, Prešov, Slovakia

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doc. PhDr. Hana Pravdová, PhD.

University of SS. Cyril and Methodius in Trnava, Slovakia

doc. PhDr. Dana Petranová, PhD.

University of SS. Cyril and Methodius in Trnava, Slovakia

dr. Iulian Rusu

"Gheorghe Asachi" Technical University of Iași, Romania

PhDr. Peter Murár, PhD.

University of SS. Cyril and Methodius in Trnava, Slovakia

PhDr. Katarína Ďurková, PhD.

University of SS. Cyril and Methodius in Trnava, Slovakia

PhDr. Daniela Kollárová, PhD.

University of SS. Cyril and Methodius in Trnava, Slovakia

ORGANIZING AND PROGRAM COMMITTEE MEMBERS:

Mgr. Martin Klementis, PhD.

Mgr. Dáša Mendelová, PhD.

Mgr. Dáša Mužíková, PhD.

PhDr. Jana Radošinská, PhD.

Ing. Zuzana Bezáková

Mgr. Zuzana Danechová

Mgr. Stanislav Findra

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SLOVAKIA



CONFERENCE PROGRAM:

4th November 2014

08.00 - 09.00	Registration of the participants
09.00 - 10.30	Opening ceremony and main part of the program, GranáTT award presentation
10.30 - 10.45	Coffee break
10.45 - 12.00	Main plenary speeches, discussion
12.00 - 13.30	Lunch
13.30 - 15.00	Panel discussion on topic 'What kinds of practical skills are expected from marketing communication graduates by their future employers?'
15.00 - 15.30	Coffee break
15.30 - 18.00	Discussion sessions
from 19.00	Banquet with entertainment program

5th November 2014

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



TECHNICAL AND ORGANIZATIONAL DETAILS OF THE CONFERENCE:

Conference application form

Deadline for applications: **19th October 2014** via electronic application form available at: bit.ly/midentity14.

In case you encounter any trouble filling and submitting the electronic application form or we can be of any other assistance, please do not hesitate to contact Dr. Mendelová or Ing. Bezáková.

Conference fee = 80 €

The conference fee covers rent of premises, printing conference materials and publication of reviewed conference proceedings.

Please note that the fee is paid in cash only, during the registration procedures at the conference. In case this form of payment does not suit you, please contact Dr. Mendelová or Ing. Bezáková.

Food

4th November 2014 - Lunch = 10 €

5th November 2014 - Lunch = 10 €

Please note that fees for lunch are paid in cash only, during the registration procedures at the conference. Lunch is optional; expressing your interest in having a lunch is a part of the electronic application form. Other snacks and drinks throughout the conference including banquet dinner are free of charge.

Transportation

Transportation to the venue of the conference is individual; please note that each participant pays the travel costs at his/her own expenses. You may also use the bus service available to the conference participants, from Trnava to Smolenice. The bus will leave at:

7:45 a.m. from the train station in Trnava;

8:00 a.m. from University of SS. Cyril and Methodius, Námestie J. Herdu 2, Trnava.

Using the bus service provided by University of SS. Cyril and Methodius is free of charge. If you are interested in this service, please contact Dr. Mendelová or Ing. Bezáková. 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 parking place located right next to the Smolenice Castle. Parking is free of charge.

Accommodation

Smolenice Castle: price (1 person) = 30 €/night

Please note that the fee is paid in cash during the registration procedures. In case you are interested in this service, please express your interest by choosing this 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.

Important dates

By 19th October 2014 Deadline for submitting applications

By 19th October 2014 Deadline for submitting the papers

4th - 5th November 2014 Date of the conference

GUIDELINES FOR AUTHORS:

Please e-mail 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 **19th October 2014** at the latest.

Text format

- Font type: Times New Roman
- Font size: 12 pt
- Alignment: justified
- 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



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 center)
- Name and surname of the author/authors (14 pt, italics, align center)
- 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 - in accordance with STN ISO 690
- Contact details - name of the author/authors with full academic degrees, name and address of the affiliated organization, e-mail of the author/authors (align left)

Please note that the papers submitted by PhD students have to be sent together with one review written by supervisor of the student's doctoral thesis or another expert in the field. We kindly ask you to use the default review template available at the conference website. We would also like to inform you that papers submitted by PhD students without reviews will not be accepted.

In case they meet the given requisites, the received papers will be published in reviewed conference proceedings. Publishing your paper in the conference proceedings is conditioned by personal conference attendance. Presentation of the paper, including discussion, may not exceed 15 minutes. Each section is equipped by laptop and digital projector.



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