

Witold Wiśniowski

Introduction

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Artykuł został opracowany do udostępnienia w internecie przez Muzeum Historii Polski w ramach prac podejmowanych na rzecz zapewnienia otwartego, powszechnego i trwałego dostępu do polskiego dorobku naukowego i kulturalnego. Artykuł jest umieszczony w kolekcji cyfrowej bazhum.muzhp.pl, gromadzącej zawartość polskich czasopism humanistycznych i społecznych.

Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

INTRODUCTION

Until recently marketing specialists haven't been really interested in scientific and research institutions. In Poland the needs of these organizations in the area of building marketing strategies have been almost completely ignored. It was almost impossible to find any articles or publications on this subject in the specialist media. Specialists from the department of marketing of the Institute of Aviation began dealing with this issue in a professional way only in 2010, when they organized the first national scientific conference called „Marketing of Scientific and Research Institutions“. The publication is addressed to scientific and research institutions, universities, employees of companies with R&D departments, marketing specialists and other people interested in the subject. Very good reception of the book showed very well that there is huge demand for knowledge discussed by the authors of articles. The inspiration for this work, which also includes articles written by authors from outside Poland, was the European Forum „Marketing of Scientific and Research Institutions“ which took place on November 24-25, 2011.

Marketing is a dynamically changing sphere of life of organizations, also of scientific and research institutions. Many new ideas, trends and solutions in the sphere of marketing, which show its new role, have appeared. More and more often it becomes the domain of whole organizations and not just specialized departments. New tools, new needs, the necessity of dialogue with the recipients require constant analysis and evaluation of strategy and marketing programs. Marketing in scientific and research institutions which up till now has been neglected, now has to make up for the lost time. It is apparent that the sector is very interested in using the possibilities associated with marketing for the purpose of raising the ability to compete on a developing, global market.

The authors of texts – researchers from universities as well as marketing, social communication, brand-building, media promotion specialists and experts in other areas of marketing knowledge have contributed to the creation of a coherent work combining two areas of marketing: concepts of running market activities by companies with the characteristics of an institution and entities which limit their activities to the sphere of research and science. Many scientific and research institutions are still undergoing a hard process of adapting to the system of market economy. Very dynamic development of knowledge about marketing should help them in the process. Unfortunately, the specific character of services provided by research and scientific institutions and the limited group of their recipients makes it hard to find knowledge from the area of marketing corresponding to the needs of these entities. This publication contains not only the latest results of research concerning marketing and techniques of applying it, but also practical references to reality and the characteristics of scientific and research institutions.

Articles in the work have been allocated to three chapters. In the first chapter the reader can find examples of particular marketing strategies and tools which are effective in marketing activities of research and scientific institutions. Certainly, the most popular articles will be those dealing with the application of Internet tools for marketing research as well as those presenting a fresh view of using fairs as a marketing tool of research and scientific institutions.

In the following chapter authors focus on subjects from the area of management of marketing communication. Articles concerning the importance of brands and brand-building, psychological aspects of advertising and the commercialization of research results, which is crucial for research and scientific institutions, they provide the latest knowledge on these subjects.

In the third part of the work the subject of the discussed issues revolves around such areas of marketing as the ways of presenting achievements and results of scientific work to the media. What to do, what tools to use so that the effects of research conducted by a team of scientists could become a media event.

In the end I would like to thank all persons cooperating on the preparation of the publication „Marketing of research and scientific institutions”, who have contributed to high quality of this publication.

I believe that the effect of work of the authors and the editorial team will become an aid, inspiration and incentive to use in practice the experiences of scientists and professionals from Poland and abroad, who have shared their knowledge.

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