

---

# Authors

---

Marketing Instytucji Naukowych i Badawczych nr 2(3), 396-400

---

2012

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](http://bazhum.muzhp.pl), gromadzącej zawartość polskich czasopism humanistycznych i społecznych.

Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

---

## AUTHORS

**Piotr Danielewicz** – psychologist, coordinator of projects carried out by the Poznań City Council, he implements projects within the framework of the city's Program of Support for Innovative Projects, coordinator of a EU Operational Program Human Capital „Scientist in business – apprenticeship of scientific employees in companies”. He takes care of preparing and implementing projects in the area of transfer of knowledge from scientific centres to the economy and in the area of promotion of innovations.

**Damian Dec** - member of the management of PB Online Sp. z o.o. - the operator of an Internet platform for marketing and social research. He deals with consulting in the area of commercialization of knowledge and transfer of technology from science to business. He is interested in economy, especially in the efficiency of instruments of regional policy. Co-author of many evaluations of public programs in the area of innovation, entrepreneurship and human capital. He likes to share his knowledge and experience by teaching about business plans, marketing strategies, establishing spin-off companies and marketing research on the Internet.

**Marcin Gębarowski** – assistant professor at the Department of Marketing at the Faculty of Management of the Rzeszów University of Technology. For many years he has been dealing with the issue of fairs and exhibitions. His doctoral work was devoted to marketing significance of fairs. He has published over 70 articles concerning detailed aspects of organization of participation in trade fairs in magazines and academic publications. He is the author of a book titled „Współczesne targi. Skuteczne narzędzie komunikacji marketingowej”. He is interested not only in fairs, but also in territorial marketing, merchandising, advertisement and non-standard forms of promotion.

**Michał Grech** - culture expert and linguist, assistant professor at the Institute of Journalism and Social Communication of the University of Wrocław, editor of „Communication Design Magazine”. Specialized in researching and planning communication and the image of companies and institutions and especially of universities and public institutions.

**Håkan Håkansson** - Professor at the Faculty of International Management at Norwegian Business School in Oslo. One of the founding members of the IMP Group. Since 1970, examines the international markets. He is the author of countless books and articles in leading American and European journals.

**Kamila Kaczyńska** – librarian, graduate of the University of Warsaw – faculty of physics and the Chodkowska University in Warsaw – Management and Marketing. She completed a postgraduate course in library science at the University of Warsaw. She gained professional experience in the National Library.

Currently, as the head of the Scientific and Technical Library of the Institute of Aviation she is dealing with the modernization and computerization of the library's resources.

**Iris Kaiser** - graduate of graphic design at the Fachhochschule in Düsseldorf. She worked as layouter, graphic designer, art director and director of studies at several advertising agencies in North Rhine-Westphalia. In 1994 she founded her first advertising agency. In 2001, seceded from the former business partner and founded the agency „Alfagras“, specializing in Internet marketing. In 2010 she completed a further study with the degree of online-marketing-manager. Today working as a coach in the European Media and the Business Academy in Düsseldorf, as an independent specialist in Internet marketing and social media.

**Anita Kijanka** - completed an MA course in political sciences and a BA course in philology, specialization – English philology. Doctoral student at Maria Curie-Skłodowska University in Lublin, currently works as the Coordinator of the Office of Promotion and Information of Jan Kochanowski University in Kielce. Participated twice in the Primus Inter Pares contest. She is interested in territorial marketing, public relations and social psychology. In free time she conducts trainings in soft skills and organizes, among others, events for the IT branch titled KielceCom.

**Jacek Kosiec** - particle physicist, entrepreneur, one of the founders and for many years the president of GEVA Sp. z o.o established in 1987. He participated both in scientific projects conducted at CERN in Geneva and in the commercialization of scientific achievements, among others, with professor G. Charpak (beta-imager for radiography), professor M. Lee (ASP parallel processor). Initiator of the University of Warsaw University Technology Transfer Centre in Warsaw and the technology park Technopolis Warsaw. Currently, he is dealing both with theory and practice of commercialization of knowledge and technology transfer.

**Jaromir Matulewicz** – for almost 20 years he has been dealing with marketing and customer relation management, the head of the Management, Marketing and International Cooperation Department at the Institute of Urban Development in Kraków. He gained experience, among others, in ICT, printing companies as well as in scientific units. He managed the organization of many domestic and international conferences, seminars and congresses, both commercial and scientific in character.

**Aneta Olejniczak** – MA in economics, specialist in the area of marketing, logistics and banking. She is the head of the biggest project of its kind in Europe – the nation-wide „The Age of Engineers“ project, which is supposed to popularize the profession of engineer and hard sciences among students of high schools. She manages public relations and internal marketing activities at the Institute of Aviation. She is interested both in marketing and in psychology.

---

**Adriana Paliwoda-Matiolańska** - economist, management specialist, assistant professor at the Department of Trade and Market Institutions of the Cracow University of Economics, author of many scientific publications devoted to social responsibility of companies, including the book „Odpowiedzialność społeczna w procesie zarządzania przedsiębiorstwem”, she cooperates with many institutions and organizations in the area of implementation of programs and seminars devoted to social responsibility in business. She deals with social responsibility of companies, socially aware consumerism and models of balanced production and consumption.

**Mirosława Pluta-Olearnik** - economist, academic teacher, habilitated doctor of economics, service management and marketing specialist, professor of the University of Economics and the University of Business in Wrocław, author of about 100 scientific publications. For many years she has been specialized in the issues of functioning and development of services in such areas as: banking, tourist, educational, scientific and research, business services. Moreover, she is conducting research on the internationalization of the service sector. The author of such books as „Marketing usług”, „Marketing usług bankowych”, „Rozwój usług edukacyjnych w erze społeczeństwa informacyjnego”, „Przedsiębiorcza uczelnia i jej relacje z otoczeniem”.

**Joanna Pruchnicka** – political scientist, graduate of the Diplomacy Studies of Collegium Civitas in Warsaw, senior lecturer at the Department of Journalism and Social Communication of Małopolska Wyższa Szkoła im. J. Dietla in Kraków. She is also a social communication specialist in one of Silesian companies. She is interested in public relations, image creation, diplomatic protocol, marketing communication.

**Bogdan Sojkin** – professor of political sciences, professor of the Poznań University of Economics, head of the Product Marketing Department at the Faculty of Science of Commodities, vice-president of the Polish Handball Association. Author of many publications concerning product management, informational basis for market decisions as well as marketing in sports. He deals with the processes of product commercialization, investigating the behaviour of market participants and the practice of sports marketing.

**Witold Świeczak** – MA, engineer, graduate of Environmental Protection at the Faculty of Energy and Environmental Engineering of the Silesian University of Technology. Currently, he works for the Institute of Aviation in the department of marketing as a project manager. He deals with analyzing research market and the aerospace sector. He is specialized in inbound marketing. Moreover, he manages guerilla and ambient marketing activities as well as charitable activities of the Institute of Aviation.

**Dariusz Trzmielak** - director of the Centre for Technology Transfer UŁ, member of the Council of Foundation Centre of Innovation – Technology Accelerator Foundation of UŁ, member of the management and treasurer of Polish Business and Innovation Centres Association (SOOIP), member of the Committee Monitoring the Regional Operational Program of Łódzkie voivodship in 2007-2013. Author and co-author of books about commercialization, technology transfer and intellectual property management, among others: „Metodologia doradztwa w zakresie komercjalizacji i transferu technologii” (PARP, Łódź-Austin, 2011), „Zarządzanie własnością intelektualną w przedsiębiorstwie i na uczelni” (IBGR, Urząd Marszałkowski woj. Pomorskiego, Gdańsk 2010). Scientific editor of Polish and American monographs. Expert in projects of Polish Agency for Enterprise Development and of the National Centre for Research and Development in the area of innovations and new technologies. The author is specialized in the assessment of market potential of new technologies and innovative solutions.

**Dariusz Tworzydło** - expert in economy, social research, and public relations. Scientific and didactic employee of the University of Wrocław, cooperates with the University of Warsaw. The president of Exacto Sp. z o.o. and Instytut Rozwoju Społeczeństwa Informacyjnego. Author of almost 200 scientific and journalistic articles, scripts, research papers and books. Since 2004 a member of the jury of the national contest „Złote Spinacze” for the best public relations campaign, organized by the Association of Public Relations Companies. The initiator and organizer of the Public Relations Congress, which has been organized since 2001.

**Grzegorz Urbanek** - works as a professor in the Institute of Company Value Assessment and Management of the Faculty of Management of the University of Łódź. He is specialized in issues associated with the evaluation of companies’ assets, including intellectual property rights. Author of about 80 scientific publications, among others, books titled: „Wycena aktywów niematerialnych przedsiębiorstwa”, „Kompetencje a wartość przedsiębiorstwa”. In his professional career he combines scientific interests with business practice. He used to work for investment funds and for supervisory bodies and management boards of companies.

**Karol Wolski** - psychologist, Internet researcher, entrepreneur and website usefulness designer. For a few years associated with the area of practical application of scientific knowledge from the area of Internet psychology. Specialized in designing useful Internet services and e-marketing. Doctoral student at the Institute of Psychology of the Jagiellonian University. He is also associated with the Andrzej Frycz Modrzewski Krakow University. In his work he combines scientific knowledge with its practical application in business and education. He runs his own consulting and research company dealing with the new media.

---

**Katarzyna Wrona** – MA, engineer, graduate of SGGW (Warsaw University of Life Sciences). Since 2001 she has worked in the creative team of the marketing department of the Institute of Aviation. She deals with graphic design and creating websites. She is also responsible for multi-media presentations, informational and promotional materials of the Institute of Aviation. She has developed and edited documentaries about the history of aviation. She completed a course in multi-media techniques and computer graphics at the Independent University of Business, Administration and Computer Science in Warsaw.

**Mateusz Wróblewski** - assistant professor at the Department of Furniture of the Faculty of Architecture and Design of the University of Arts in Poznań. After graduation he took part in an apprenticeship program at Ron Arad's One Off Studio in London. Since 2001 he has been running a studio specialized in complex design services for retail brands, designing furniture and compositions of office and hotel interiors as well as in utility graphics. Since 2008 he has been engaged in the promotion of young design from Wielkopolska. In the years 2009-2010 he was the promoter of academic entrepreneurship within the University of Arts in Poznań.