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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

Marketing is an indispensable process in the functioning of every company, regardless of the characteristics of conducted activities. It is especially important if a company wants to be competitive in the struggle to conquer new markets. Contemporary marketing, is constantly evolving, along with changes taking place on the market. The ongoing globalization of economic activity and rapid progress of technology force companies to search for new ideas, opportunities for development making it possible to maintain a competitive edge. For this reason it is impossible to overestimate the role of marketing in creating this advantage.

The main goal of the publication titled „Marketing of scientific and research institutions”, which is already the fourth edition of a thematic series of scientific publications of the Institute of Aviation in Warsaw, is the presentation of the marketing issues which constitute necessary elements for good functioning of scientific and research institutions on a competitive market. This publication again constitutes an excellent source on the path of propagation of new scientific concepts and often goes beyond this scope, overcoming the fossilized order of concepts and terms.

The fourth edition, similarly as all previous editions, is based on an attempt to combine two areas of marketing: the concept of conducting market activities by companies with the characteristics of functioning of institutions and entities, which are limited in their activities to the scientific and research sphere.

The current publication doesn't mean that its content is a reiteration or a supplement for the previous editions. It constitutes a completely new offer, as it takes into consideration the changes taking place on the plane of specific conditions for the functioning of contemporary economic organisms, as well as changes which are taking place in marketing as a result of these specific conditions.

An undeniable advantage of this publication is that the message included in it refers to many current economic and social trends. Presenting new strategies, processes and tools it often constitutes an inspiration for the recipient on the path to obtain innovative directions of action. Numerous examples of marketing activities in form of case studies or theoretical considerations constitute a reflection of the most important trends and factors influencing contemporary marketing.

Articles included in the publication have been allocated to four chapters.

In the first chapter the reader will find articles concerning subjects revolving around detailed areas of marketing of scientific and research institutions, among others, cooperation of scientific centres and companies on the implementation of research results. Moreover, the concept of universities' management of relations with students, as well as the issue of international orientation in the strategy of research and scientific institutions have been presented.

The whole second chapter presents examples of particular marketing strategies and tools, which can be useful in the marketing activities of scientific and research institutions. What deserves particular

attention are articles popularizing new trends and directions of marketing actions taken by institutions. Articles are focused on, among others, the role played by personal marketing in the formation of the image of a scientific institution and on the ways of using the strategy of event marketing as one of the forms of marketing innovation. The thematic scope of the chapter revolves also around quickly developing areas of actions taken by marketing using tools provided by the social media. In this material there is a subject showing the strength contained in the disseminated marketing message within the framework of content marketing. Moreover, an attempt is made to answer the question how to efficiently manage a crisis situation by using social media.

In the following chapter the authors shed light on subjects from the broadly understood area of marketing communication management. In this part we can find publications concerning aspects of international marketing communication, as well as the problem of marketing communication on B2B branch markets, as well as the opportunities and threats associated with building image on the web.

The fourth part titled „Messages and materials” is a kind of collection of experiences, reflections and information, as well as exemplary solutions from the area of marketing.

Beyond reasonable doubt, the fourth edition of the publication titled „Marketing of scientific and research institutions” due to its high substantial quality, rich scientific methodology properly formulating and solving the discussed scientific issues, profundity of considerations, analyses and assessments constitutes a highly valuable, inspiring read. I encourage You wholeheartedly to take time to read this publication.

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

I trust that the results of work of the authors and the editorial team will provide aid, inspiration and encouragement to use in practice the experiences of scientists and professionals from Poland and abroad who have shared their knowledge.

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