

Witold Wiśniowski

Introduction

Marketing Instytucji Naukowych i Badawczych nr 5(6), 9-10

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, 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 the activities conducted. 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 in 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 this publication, titled „Marketing of scientific and research institutions”, which is already the fourth edition of a thematic series of scientific publications by the Institute of Aviation in Warsaw, is a presentation of the marketing issues which constitute necessary elements for the proper functioning of scientific and research institutions in 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, as with 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 edition does not mean that its content is a reiteration of or a supplement to the previous editions. It constitutes a completely new offer, as it takes into consideration the changes taking place in 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 it includes 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 discovering innovative directions of action. Numerous examples of marketing activities in the 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 divided into four chapters.

In the first chapter the reader will find articles concerning detailed areas of marketing of scientific and research institutions, including cooperation of scientific centers and companies on the implementation of research results. Moreover, the concept of university 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 may be useful in the marketing activities of scientific and research institutions. Deserving of particular attention

are articles popularizing new trends and directions in marketing activities taken by institutions.

Articles focus on the role played by personal marketing in the image creation of a scientific institution and on ways to use the strategy of event marketing as one of the forms of marketing innovation. The thematic scope of the chapter also covers rapidly developing areas of campaigns taken by marketing using tools provided by social media. In this material there is a topic showing the strength contained in the disseminated marketing message within the framework of content marketing. Moreover, an attempt is made to answer the question of how to manage a crisis situation efficiently using social media.

In the following chapter the authors shed light on subjects covering marketing communication management in its broadest sense. In this part we can find papers concerning aspects of international marketing communication, as well as the problem of marketing communication in B2B branch markets, as well as the opportunities and threats associated with image building on the web.

The fourth part titled „Messages and materials” is a collection of experiences, reflections and information, as well as example 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 content quality; rich scientific methodology properly formulating and solving the scientific issues discussed ; and profundity of considerations, analyses and assessments constitutes a highly valuable, inspiring read. I encourage you wholeheartedly to take time to read this publication.

Finally, I would like to thank everyone who has cooperated on the preparation of the successive edition of the publication titled „Marketing of scientific and research institutions” who have contributed to the high content and editorial quality of this publication.

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

Witold Wiśniowski