

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

Invites you to **international conference**

MARKETING IDENTITY 2013

DESIGN THAT SELLS

4. - 5. 11. 2013
SMOLENICE



CONFERENCE SECTIONS:

The sessions of conference participants will be realized within the following sections:

1. SECTION: Design Identity

Scientific guarantors: doc. PhDr. Slavomír Magál, CSc. - Mgr. Martin Klementis, PhD.

Design often compels to think about certain phenomena of objects in society, only in its final form and more in its aesthetic or artistic expression. Inherently, design is not just creating the thing of beauty or visually appealing, but mainly the functional one. That is to be done in the broadest sense. Modern perception of design is mainly supposed to act functionally, towards the everyday needs of man, from early grasping a cup of coffee, reading an e-mail via phone, using cutlery, through picking up a car and moving to work without any adverse traffic conditions, until nonstop communication via social networks with family and closest friends. Every sphere of human being requires fulfilling human needs by the most optimal way and by a suitable and ideal solution for the given situation. A person comes into close contact with design in every bit of life, which is either offered as a final solution or eventually, he may itself enter into this process and simply „redesign“ the facts which matter for the better. And that is just the section entitled Identity Design, seeking to uncover the unique functional solutions, where design plays an important role and without human intervention, it would be impossible to carry things. If it comes to mobile application design for easy access to information outside the home, web design solutions to simplify the bureaucracy in offices, industrial design and simplification of technical and aesthetic approach, design of products for specific target groups, packaging design for better handling and use of products, graphic design, working environment design etc. Simply achieve identity design - the sum of all elements, needs of a man to one functional and attractive unit.

2. SECTION: Generation Identity

Scientific guarantors: prof. PhDr. Dušan Pavlů, CSc. - doc. PhDr. Ľudmila Čábyová, PhD.

History of human culture also tends to be characterized as the history of generations, which enter the history of mankind by its actions in various areas-science, technology ,art, education, forms of consumption, activities for the benefit of others etc. Section will try to grasp the problem in its more general sociologic-anthropological level. It will be done by the concretisation of these general assumptions in concentrated form, focusing on marketing segmentation and attempt efforts to grasp generational profiling and subjected its professional discourse in terms of consumption patterns, leisure, voluntary work for society, perception of help need, a number of other activities and forming lifestyle ways. The aspects of specific psychological determinants of generations profiling won't be unnoticed, notably in terms of consumer habits.

3. SECTION: Digital Identity

Scientific guarantors: Ing. Artur Bobovnický, CSc. - PhDr. Peter Murár

Our life increasingly splits into two parallel worlds. There is our daily physical presence and our digital alter ego, summary of all available information about us, our companies, our digital identity as well. This picture becomes surprisingly colourful, with the increase in volume and diversity of information. It also becomes extremely valuable. Digital identity presents some endless opportunities. How do the companies deal with it? At present, the majority of brands lack effective digital identity. Their involvement in social networks is generally non-conceptual, it looks more like social make-up, which is covered by actual appearance of company. That leads to lower relevancy and thus little interest as well.

The section will focus on the communication aspects as follows

- **Trusted brand building**

Investors and consumers keep turning to social networks as LinkedIn, Google Profiles a Facebook to find out something about people or organizations before they start any business with them. Having digital identity is what facilitates confidence building.

- **Knowledge of the market and its opportunities**

Platform of digital identity provides not only some necessary on-line presence and enhancing shareholder value to the company, but it also allows the on-line monitoring of mainstream groups that affect business in various fields.

- **Ease of supervision-on line reputation**

Linking digital identities within the company allows managing an effective collective online brand reputation. This also creates more space to engage some investors, employees, but customers too. It also creates this space for building the image of accountability and credibility.

4. SECTION: CSR Identity

Scientific guarantors: doc. Ing. Anna Zaušková, PhD. - Mgr. Vladimíra Jurišová, PhD.

How to be in business in a way that wider range of people benefit from production results? This is the question as old as business itself. At present, more and more companies acquire the principles of corporate responsibility concept. Demand for the evidence of such enterprises grows proportionally with it. These questions are asked by the customers, employees, government, communities and stakeholders as well. The section called „CSR Identity“ creates the space for presentation of scientific-research activities results in the area of corporate responsibility - concept that helps to integrate some environmental, social and ethical criteria into management decisions. It will try to find the answers to some important questions, specifically, how can the principles of this concept be implemented not only by large multinational companies, but by small and medium-sized enterprises and thus facilitate the sustainable development of society. There is majority of these companies in Slovakia. The section will deal with the topic of effective communication of individual activities CSR and CSR reporting.

SCIENTIFIC CONFERENCE COMMITTEE:

- Dr. h. c. doc. Ing. Jozef Matúš, CSc.,**
University of SS. Cyril and Methodius in Trnava, Slovakia
- prof. Mgr. Małgorzata Luszczak, Dr.,**
University of SS. Cyril and Methodius in Trnava, Slovakia
- prof. dr. hab. Dariusz Rott,**
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- prof. Ing. Kristína Viestová, CSc.,**
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- PhDr. Dana Petranová, PhD.,**
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- Ing. Artur Bobovnický, CSc.,**
University of SS. Cyril and Methodius in Trnava, Slovakia

ORGANIZATIONAL AND PROGRAMME COMMITTEE:

- PhDr. Katarína Ďurková, PhD.
PhDr. Daniela Kollárová, PhD.
Mgr. Vladimíra Jurišová, PhD.
Mgr. Martin Klementis, PhD.
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CONFERENCE PROGRAMME:

04. 11. 2013

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|---------------|--------------------------------------|
| 08.00 - 09.00 | Registration of participants |
| 09.00 - 10.30 | Opening ceremony and GranáTT award |
| 10.30 - 10.45 | Coffee break |
| 10.45 - 12.00 | Main speeches, discussion |
| 12.00 - 13.30 | Lunch |
| 13.30 - 15.00 | Panel discussion |
| 15.00 - 15.30 | Coffee break |
| 15.30 - 17.30 | Discussion in sections |
| Od 18.30 | Banquet with entertainment programme |

05. 11. 2013

- | | |
|---------------|------------------------------|
| 08.00 - 09.00 | Registration of participants |
| 09.00 - 10.30 | Discussion in sections |
| 10.30 - 10.45 | Coffee break |
| 10.45 - 12.00 | Discussion in sections |
| 12.00 - 13.30 | Lunch |

The participants will receive detailed program of discussion papers at registration.

TECHNICAL AND ORGANIZATIONAL SECURING OF THE CONFERENCE:

Conference application form:

Deadline for applications: **October 12th 2013** by electronic application form available: <http://bit.ly/midentity13>

In case you need help completing this form, do not hesitate to contact Ing. Bezáková, Mgr. Mendelová or Mgr. Mužíková.

Conference fee = 80,- €

The conference fee covers rent of premises, printing of conference materials and edition of reviewed collection of papers.

It is paid cash, when registering at the conference. If you can not pay it in cash at registration, please contact Ing. Bezáková, Mgr. Mendelová or Mgr. Mužíková.

Food

05.11.2013 – Lunch = 10,- €

06.11.2013 – Lunch = 10,- €

Paid in place, if you are interested, it is required to be marked in the application form.

Transport

Transport to the venue of conference is individual, each participant pays his travel costs at his own expenses. There will be a bus available for the conference participants from Trnava. The bus will leave at 7:45 a.m. from the train station and from University of SS. Cyril and Methodius, 2 Namestie J. Herdu at 8:00 a.m. Travel costs by this bus are paid by the university. If you are interested in this service, please contact Ing. Bezáková, Mgr. Mendelová or Mgr. Mužíková. Please note all those, who choose to travel by car, reckon the delay, due to complicated situation in Trnava. We recommend to use route 51. It is possible to park the car in parking place, right next to the castle.

Accommodation

Smolenice castle: price (1 person) = 30,- €/night

Paid in place, if you are interested, it is required to be marked in the application form.

Other choices of individual accommodation in Trnava, click on: www.trnava.sk.

Important dates

By **12. 10. 2013** deadline for applications

By **12. 10. 2013** deadline for the papers

04. - 05. 11. 2013 date of conference

INSTRUCTIONS FOR AUTHORS:

Please e-mail your paper in Slovak, Czech or English language and in the maximal extent of 10 pages, including abstract, key words, illustrations, charts and the list of references, to marketing.identity@fmk.sk in the MS Word text editor until **October 12th 2013** at the latest.

Text format (unless specified otherwise in brackets below):

- Font type: Times New Roman
- Font size: 12 pt
- Alignment: justified
- Spacing: 1
- All margins: top, bottom: 2,5 cm, left, right: 2 cm
- Chart description: above the chart and including the reference
- Illustration description: under the illustration and including the reference
- Quotations and referenced passages: use numbered footnotes on the relevant page.



Content arrangement of the paper

(see paper template on the conference webpage):

- Title of the paper in English (14 pt, bold, CAPITAL letters, align centre)
- Name and surname of the author/authors (14 pt, italics, align centre)
- Abstract in English – maximally 15 lines
- Key words in English – maximally 10 words
- Titles of the chapters (14 pt, bold)
- Text of the paper
- The list of bibliography – in accordance with STN ISO 690
- Contact details – name of the author/authors with full academic degrees, name and address of the organization, e-mail of the author/authors (align left).

The papers from PhD students have to be sent together with one review written by the supervisor of the student's thesis or by another expert in the field. The review has to be written into the default review template, which is available on the conference webpage. Please note that the paper from PhD student without the review will not be accepted. Received papers will be published in reviewed conference proceedings, in case they meet the given requisites. Paper publishing is conditioned by conference attendance. The presentation of the paper, including discussion, may not exceed 15 minutes. Laptop and projector will be ready in each section.





FMK
Fakulta masmediálnej komunikácie
Faculty of Mass Media Communication

D E S I G N T H A T S E L L S