

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

Invites you to  
**13<sup>th</sup> Annual International Scientific Conference**

# MARKETING IDENTITY

2016

B R A N D S   W E   L O V E

**8<sup>th</sup> – 9<sup>th</sup> November 2016**  
SMOLENICE

## SECTIONS OF THE CONFERENCE

Individual discussion sessions will be divided into these sections:

### 1<sup>st</sup> SECTION: CORPORATE BRANDING

**Chairs:** **prof. PhDr. Dušan Pavlů, CSc.**  
**Mgr. Vladimíra Jurišová, PhD.**  
**Mgr. Pavol Minár**

- Brands we love. How to transform a brand into a “lovebrand”?
- Corporate branding versus product branding.
- Online branding – new trends, possibilities and tools.
- Offline branding – new trends, possibilities and tools.
- Branding strategies.
- Brand value.
- How to create brand identity (not only corporate design and visual identity)?
- Corporate branding, branding in the third sector and in public administration.
- Local versus global brands.
- Case studies – best practices or how to avoid making mistakes.

### 2<sup>nd</sup> SECTION: CONSUMER AND BRANDING

**Chairs:** **prof. Ing. Alena Kusá, PhD.**  
**doc. Ing. Rudolf Rybanský, CSc.**  
**Ing. Renáta Miklenčíčová, PhD.**

- Brand value and its perception from consumers' perspective.
- Marketing communication related to branding and its place within purchase processes.
- Brand loyalty as a part of consumer behaviour.
- Building a brand experience – consumers' point of view.
- Marketing strategy associated with building brand value.
- Increasing brand value for a consumer in the sphere of sales and services.
- Marketing communication of a brand and its influence on consumer value.
- Re-branding and its impact on purchase decisions.
- Brand and its ability to influence consumer behaviour.
- Psychological, sociological and legal aspects of branding.
- Digital consumer and branding.
- Environmental brands and consumers.
- Current research on brands in the context of consumer behaviour.
- Slovak consumers and their attitude towards domestic brands.
- Positioning and targeting of a brand in relation with specific target groups.
- Brand and its impact on different generations of consumers.

### 3<sup>rd</sup> SECTION: MEDIA BRANDING

**Chairs:** **doc. PhDr. Dana Petranová, PhD.**  
**doc. Mgr. Norbert Vrabec, PhD.**  
**PhDr. Jana Radošinská, PhD.**

- Economisation, tabloidization and commercialisation of media.
- Critique of media, ethical aspects of media production.
- Psychological and sociological issues related to media communication.
- Media market and prognoses of its future development.
- Marketing and marketing communication in the media.
- Media branding.
- Media innovations.
- “Traditional” versus digital media.
- Media and their ability to influence media literacy level.

- Media audiences and development of their critical thinking abilities.
- Media manipulation strategies and techniques.
- Theoretical, sociological, cultural, ethical and economic aspects of digital games as media products.
- Media art.
- Current challenges associated with creative processes in the spheres of “classical” and digital media.
- Production strategies applied by mainstream and alternative media.

### 4<sup>th</sup> SECTION: REGIONAL BRANDING

**Chairs:** **prof. Ing. Anna Zaušková, PhD.**  
**Dr. Milan Rajčák, CSc.**  
**Ing. Jana Černá, PhD.**

- Regional disparities in Slovakia.
- Village and small town branding, town branding, regional branding.
- Regional identity – traditional versus multicultural values.
- Brands of regional products in terms of Slovak regions – branding of products and services within a specific region.
- Regional brand as a tool for development of countryside.
- Eco-innovations in different regions.
- Regional marketing and communication on the regional level.
- Regional partnerships – marketing partnerships and their place in the process of regional development.
- Cooperation between public institutions and corporate sector within regions.
- Funding of regional development.
- Current trends in tourism in Slovak regions.
- Specific products of regional tourism.
- Regional partnerships in the context of tourism.
- Cooperation between public and private sector in relation with regional tourism.
- Financing regional tourism.
- Region as a quality place to live in.

### 5<sup>th</sup> SECTION: PERSONAL BRANDING

**Chairs:** **doc. PhDr. Zora Hudíková, PhD.**  
**PhDr. Katarína Ďurková, PhD.**  
**PhDr. Daniela Kollárová, PhD.**

- Personal branding, the process of building a personal brand.
- Current theoretical reflections on personal branding, examples of good practice, case studies.
- Person as a product.
- Person as a brand.
- Attributes of personal brands.
- Branding, career development and personal life.
- Personal branding and different spheres of its use (art, sports, politics, entrepreneurship, science and research, etc.).
- Building a personal brand and its advantages.
- Personal brand value.
- Professional and personal identity, professional and personal image.
- Marketing communication and its use in the processes of building personal brands.
- Professional consulting in the sphere of personal marketing and personal branding.

## SCIENTIFIC COMMITTEE OF THE CONFERENCE

**Dr. h. c. Assoc. Prof. Ing. Jozef Matúš, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Prof. Diab Al-Badayneh**

Mutah University, Amman, Jordan

**Prof. Dr. Peter A. Bruck PhD.**

Research Studios Austria Forschungsgesellschaft mbH,  
Salzburg, Austria

**Prof. Dr. Slavomír Gálik, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Prof. Dr. sc. Denis Jelačić**

University of Zagreb, Croatia

**Prof. Ing. Alena Kusá, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Prof. Dr. Dušan Pavlů, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Prof. Ing. Anna Zaušková, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Assoc. Prof. Ing. Jaroslav Bednárik, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Assoc. Prof. Dr. Ľudmila Čábyová, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Assoc. Prof. Krzysztof Gajdka, PhD.**

University of Information Technology and Management in  
Rzeszow, Poland

**Assoc. Prof. Ing. Aleš Hes, PhD.**

University of Finance and Administration, Prague, the Czech Republic

**Assoc. Prof. Dr. Slavomír Magál, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Assoc. Prof. Dr. Dana Petranová, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Assoc. Prof. Dr. Hana Pravdová, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Assoc. Prof. Ing. Rudolf Rybanský, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Assoc. Prof. Ing. Ivana Butoracová Šindlerová, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Assoc. Prof. Mgr. Norbert Vrabec, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Dr. Katarína Ďurková, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Dr. Daniela Kollárová, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Dr. Peter Murár, PhD.**

University of SS. Cyril and Methodius in Trnava, Slovakia

**Dr. Iulian Rusu**

"Gheorghe Asachi" Technical University of Iași, Romania

## ORGANISING AND PROGRAMME COMMITTEE MEMBERS

Ing. Zuzana Bezáková, PhD.

Mgr. Vladimíra Jurišová, PhD.

Mgr. Martin Klementis, PhD.

Mgr. Slávka Gracová, PhD.

Mgr. Dáša Mendelová, PhD

Ing. Renáta Miklenčíčová, PhD..

Mgr. Dáša Mužíková, PhD.

PhDr. Jana Radošinská, PhD.

## CONTACTS

**E-mail:** marketing.identity@fmk.sk

**Internet:** <http://fmk.sk/marketing-identity/>

**Contact persons:** Ing. Zuzana Bezáková, PhD.

Phone: 00 421 905 620 517

**Mgr. Dáša Mendelová, PhD.**

Phone: 00 421 915 120 214

### Address:

University of SS. Cyril and Methodius in Trnava

Faculty of Mass Media Communication

Námestie Jozefa Herdu 2

917 01 Trnava

SLOVAKIA



## CONFERENCE PROGRAMME

### 8<sup>th</sup> November 2016

08.00 - 09.00	Registration of the participants
09.00 - 10.30	Opening ceremony and main part of the programme
10.30 - 10.45	Coffee break
10.45 - 12.00	Main plenary speeches, discussion
12.00 - 13.30	Lunch
13.30 - 15.00	Discussion sessions
15.00 - 15.30	Coffee break
15.30 - 18.00	Discussion sessions
from 19.00	Banquet with entertainment programme

### 9<sup>th</sup> November 2016

08.00 - 09.00	Registration of the participants
09.00 - 10.30	Discussion sessions
10.30 - 10.45	Coffee break
10.45 - 12.00	Discussion sessions
12.00 - 13.30	Lunch

The participants will receive a detailed schedule of discussion papers at the registration.

## SCHOLARLY PUBLICATIONS RELATED TO THE CONFERENCE

- Peer-reviewed conference proceedings that include selected conference contributions in English, which will be suggested for database indexation (Web of Science, Scopus, etc.).

The conference proceedings related to Marketing Identity 2013 and Marketing Identity 2014 have been positively evaluated and indexed by Web of Science. Conference proceedings related to the conference Marketing Identity 2015 are currently being evaluated by Web of Science.

We would like to kindly remind the authors that these texts must meet all grammatical, stylistic and scholarly requirements associated with academic writing in English and translations must reach the highest professional and terminological level.

- Standard conference proceedings in Slovak, Czech, Polish or, alternatively, in different language.

## TECHNICAL AND ORGANISATIONAL DETAILS OF THE CONFERENCE

### Conference application form

Deadline for applications: **10<sup>th</sup> October 2016** via electronic application form available at: <http://bit.ly/midentity16>

### Conference fee

All submitted conference papers will be reviewed under a **double-blind peer review process**. The amount of the conference fee will be determined in accordance with individual review results as follows:

- **150,- €** – a paper in English, recommended to be published in the conference proceedings which will be submitted for evaluation by international citation databases (Web of Science),
- **100,- €** – a paper in Slovak, Czech, Polish, English, or other language which will be published in the standard conference proceedings.

In case of **co-authorship**, each co-author pays conference fee 70,- €, whether attending the conference personally or not.

**We would like to remind you that it is necessary to respect the deadline for submitting papers (10<sup>th</sup> October 2016) so we are able to inform you about the results of the review process and to determine your conference fee in due time. In case you are unable to meet the deadline, your paper will not be published.**

The conference fee covers the organisation costs such as renting of the conference venue, printing the conference materials, publishing the reviewed conference proceedings, refreshments offered during the conference, and evening banquet. Please note that the fee does not cover the costs for lunch and accommodation. **We would also like to inform you that the fee is to be paid in cash**, during registration procedures at the conference. In case this form of payment does not suit you, please do not hesitate to contact us via the conference e-mail in advance to learn more about other payment options.

### Food

8<sup>th</sup> November 2016 – Lunch = **10 €** / 9<sup>th</sup> November 2016 – Lunch = **10 €**  
Please note that the fees for lunch are paid in cash only, during registration procedures at the conference. Lunch is optional; expressing your interest in having lunch is a part of the electronic application form.

### Transportation

Transportation to the venue of the conference is individual; please note that each participant pays the travel costs at his/her own expenses. You may also use the bus service available to the conference participants – from Trnava to Smolenice. The bus will leave at: 07.45 from the Main train station in Trnava; 08.00 from the University of SS. Cyril and Methodius, Námestie J. Herdu 2, Trnava. Using the bus service provided by the University of SS. Cyril and Methodius is free of charge. If you are interested in this service, please contact Dr. Mendelová or Dr. Bezáková. Please note that travelling by car may be complicated by a certain delay due to traffic situation in Trnava. We would like to kindly suggest using Route 51. It is possible to park your car in a parking place located right next to the Smolenice Castle. Parking is free of charge.

### Accommodation

The Smolenice Castle: price (1 person) = **35 €/night**

Please note that the fee is paid in cash during registration procedures. In case you are interested in this service, please express your interest by choosing the proper option included in the electronic application form. To learn more about other choices of individual accommodation in Trnava, please see the following website: [www.trnava.sk](http://www.trnava.sk).

### Important dates

By 10 <sup>th</sup> October 2016	Deadline for submitting applications
By 10 <sup>th</sup> October 2016	Deadline for submitting the papers
8 <sup>th</sup> - 9 <sup>th</sup> November 2016	Date of the conference

## GUIDELINES FOR AUTHORS

Please send your paper in Slovak, Czech or English language and in the maximal extent of **10 pages** (including abstract in English, key words, illustrations, charts and list of references) to: **marketing.identity@fmk.sk** using the MS Word text editor (.doc or .docx format) until **10<sup>th</sup> October 2016 at the latest**.

### Text format

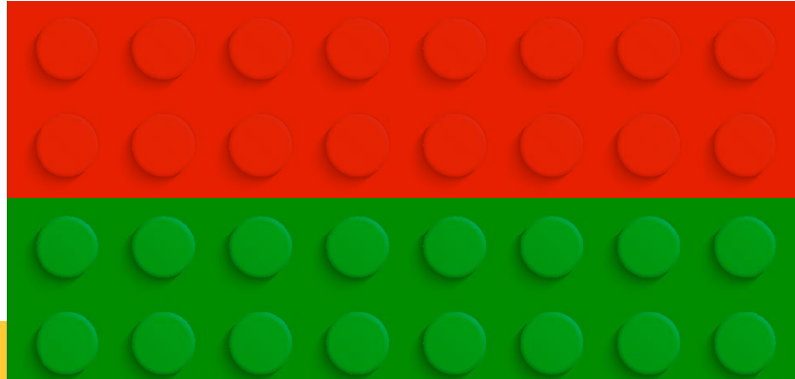
- Font type: Times New Roman.
- Font size: 12 pt.
- Alignment: justify.
- Spacing: 1.
- All margins: top and bottom 2,5 cm, right and left 2 cm.
- Chart description: above the chart, including the reference.
- Illustration description: under the illustration, including the reference.
- Bibliographic references or notes: please use numbered footnotes on the relevant page in accordance with **citation rules** approved by Faculty of Mass Media Communication.

### Content arrangement of the paper

- (Please see paper template available at the **conference website**):
- 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 – max. 15 lines.
- Key words in English – max. 10 words.
- Titles of the chapters (14 pt, bold).
- Text of the paper.
- List of references – according to **FMK's citation rules**.
- Contact details – name(s) of the author/authors with full academic degrees, name and address of the affiliated organisation, e-mail(s) of the author/authors (align left).

In case the contributions meet the given requirements, the received papers will be published in peer-reviewed conference proceedings. All texts as submitted must be original, so-far-unpublished (please see **Editorial Policy on the conference website**).

Presentation of the paper, including discussion, may not exceed 15 minutes. Each discussion section is equipped by laptop and digital projector.



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2016

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