

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

Programme
of International Scientific Conference

MARKETING IDENTITY

2015

10th - 11th November 2015
SMOLENICE

D I G I T A L L I F E



CONFERENCE PROGRAMME:

TUESDAY 10th NOVEMBER 2015

08.00 – 09.00 Registration of the participants

09.00 – 9.30 Opening ceremony

- Opening speech *doc. PhDr. Dana Petranová, PhD.*
Dean of FMK UCM in Trnava
- Book launch: *Trnava - Past & Present*
- Presentation of the new issue of scientific journal *Communication Today*
- Presentation of the new issue of art journal *European Journal of Media, Art and Photography*

09.30 – 10.30 Main plenary speeches

- **Marketing in Digital Era / Marketing v digitálnej ére**
Dr. h. c. doc. Ing. Jozef Matúš, CSc., mim. prof.
Rector of the University of SS. Cyril and Methodius in Trnava
- **Digital Natives, Immigrants and Literacy. Age and Gender Differences in Slovakia / Digitálni domorodci a imigranti, digitálna gramotnosť. Vekové a rodové diferencie v prostredí Slovenska**
prof. Ing. Jaroslav Světlík, Ph.D. - Mgr. Zuzana Bačíková, University of Business and Law in Ostrava, Czech Republic; Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

10.30 – 11.00 Coffee break

11.00 – 12.30 Main plenary speeches

- **Appealing to Humanity: How to Communicate Goodness / Výzva k ľudskosti: Ako komunikovať dobro**
Róbert Slovák, Respect APP
- **New Era: Segmented Marketing and Polyphonic Brand Identity / Nová éra: Segmentovaný marketing a polyfonická brand identity**
Mgr. Pavol Minár, Istropolitana Ogilvy, FMK UCM
- **Digital Games Market / Trh digitálnych hier**
Mary Aquino, Games Austria
- **Myths about Children's Video Games / Mýty o detských videohrách**
Mgr. art. Ľubica Drangová - Mgr. Matej Fandl, Mladý pes n.o.; Víčatá.sk

12.30 – 13.30 Lunch

13.30 – 15.00 Main plenary speeches

- **How to Achieve 300 Percent Increase in Website Traffic in a Year? Thanks to Quality Content Marketing! / Ako zvýšiť návštevnosť webu počas roka o 300 %? Vďaka kvalitnému content marketingu!**
Mgr. Júlia Micháleková, Visibility
- **Digital Ecosystem / Digitálny ekosystém**
Peter Bolebruch, In Media
- **The Relationship between Digital and Real World. Rules or Chaos? / Vzťah medzi digitálnym a reálnym svetom. Pravidlá alebo chaos?**
Ing. Ľuboš Polakovič, PhD., Spiral Management Institute
- **How to Perform Marketing of a Globally Successful Digital Game? / Ako sa robí marketing globálne úspešnej digitálnej hry?**
Mgr. Martin Paľšovič, Pixel Federation, FMK UCM

15.00 – 15.30 Coffee break

15.30 – 18.30 Discussion sessions

19.00 Banquet

WEDNESDAY 11th NOVEMBER 2015

08.00 – 09.00 Registration of the participants

09.00 – 10.30 Main plenary speeches

- **Child's Dialogic Media Life / Dialogický mediálny život dieťaťa**
Mgr. Markéta Zezulková, MA, PGCE, Charles University in Prague, Bournemouth University
- **Current Trend in Online Marketing - Automatization and Personalisation of Campaigns / Aktuálny trend v online marketingu - automatizácia a personalizácia kampaní**
Vladimír Cintula, Riešenia.com
- **10 Lessons We Learned from Fofola / 10 lekcii, ktoré nás naučila Fofola**
Mgr. Juraj Pobjecký, Zaraguza
- **The Importance of Communicating Brands via Social Media / Dôležitosť komunikácie značiek v sociálnych médiách**
Mgr. Zuzana Tvarošková, Triad Advertising
- **Social Media as a Tool for Motivating the General Public / Sociálne médiá ako nástroj motivácie verejnosti**
Mgr. Matúš Čupka, Zelená hliadka

10.30 – 11.00 Coffee break

11.00 – 12.30 Discussion sessions

12.30 – 13.30 Lunch

13.30 Closure of the conference

CONFERENCE SECTIONS:

SECTION 1: DIGITAL MARKETING

Room / Miestnosť: Main Hall / Hlavná sála
Chairs / Garanti: prof. Ing. Anna Zaušková, PhD.
Mgr. Martin Klementis, PhD.
PhDr. Peter Murár, PhD.
Mgr. Pavol Minár

SECTION 2: DIGITAL CONSUMER

Room / Miestnosť: Hunting Salon / Poľovnícky salónik
Chairs / Garanti: prof. Ing. Alena Kusá, PhD.
PhDr. Katarína Ďurková, PhD.
Ing. Tomáš Fašiang, PhD.

SECTION 3: DIGITAL GAMES

Room / Miestnosť: Red Salon / Červený salónik
Chairs / Garanti: prof. PhDr. Slavomír Gálik, PhD.
doc. PhDr. Slavomír Magál, CSc.
Mgr. Michal Kabát, PhD.
Mgr. Martin Paľšovič

SECTION 4: DIGITAL MEDIA

Room / Miestnosť: Library / Knižnica
Chairs / Garanti: doc. PhDr. Dana Petranová, PhD.
doc. PhDr. Hana Pravdová, PhD.
doc. Mgr. Norbert Vrabc, PhD.



CONFERENCE SECTIONS:

SECTION 1: DIGITAL MARKETING

Chairs / Garanti: prof. Ing. Anna Zaušková, PhD.
Mgr. Martin Klementis, PhD.
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Mgr. Pavol Minár



Room / Miestnosť: Main Hall / Hlavná sála

10th November 2015

15.30 - 18.30

Možnosti a meze digitálnej komunikácie v propagácii

prof. PhDr. Dušan Pavlů, CSc.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

From Paper to Digital

prof. Ing. Ľudmila Nagyová, PhD. - Ing. Ingrida Košičiarová, PhD. - Ing. Andrea Kubelaková

Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia

Digitalizace reklamy a její ekonomické efekty

doc. Ing. Aleš Hes, CSc. - Ing. Ivana Hesová

Faculty of Social Studies, University of Finance and Administration in Prague, Czech Republic

Reklama jako nástroj tvorby sociální identity

prof. PhDr. Jiří Pavelka, CSc.

Faculty of Multimedia Communications, Tomáš Baťa University in Zlín, Czech Republic

Celebrity nekromarketing: Nežijúce celebrity v reklamnej komunikácii

doc. Mgr. Peter Mikuláš, PhD. - Mgr. Łukasz P. Wojciechowski, PhD.

Faculty of Arts, Constantine the Philosopher University in Nitra; Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Komunikácia globálnych značiek v digitálnom prostredí

PhDr. Jana Galera Matúšová, PhD. - PhDr. Zuzana Ihnátová, PhD.

Faculty of Mass Media Communication, UCM in Trnava; Faculty of MassMedia, Paneuropean University in Bratislava, Slovakia

Design of Information Architecture and Navigation of Internet Portal on Support of Regional Innovation Development

doc. Ing. Marián Zajko, PhD., MBA - Ing. Branislav Mišota, PhD.

Institute of Management, Slovak University of Technology in Bratislava, Slovakia

Kultúrne dedičstvo v digitálnom svete

PhDr. Svetlana Chomová, PhD.

National Enlightenment Centre, Bratislava, Slovakia

E-Marketing Research - Evolving New Potential for Knowing Consumers Better

prof. dr. hab. Marek Prymon

University of Economics in Wrocław, Poland

Using Online Activism and Digital Media to Change Local Political Environment: A Case Study of Žit' Brno

Štěpán Soukeník, M.A. - PhDr. Denisa Hejlová, Ph.D.

Faculty of Social Sciences, Charles University in Prague, Czech Republic

CRM, Social Networks and Small and Medium Enterprises. Does It All Fit Together?

Ing. Kateřina Kantorová, Ph.D. - doc. Ing. Pavel Bachmann, Ph.D. - Bc. Monika Hrdinková

Institute of Business Economics and Management, University of Pardubice, Czech Republic

Social Marketing and E-PR in Social Policy

dr. Michał Szyszka, PhD.

Janusz Korczak Pedagogical University in Warsaw, Poland

Topics Modeling in Social Networks as Decision Support System

Ing. Miroslav Smatana - doc. Ing. Peter Butka, PhD.

Faculty of Electrical Engineering and Informatics, Technical University in Košice, Slovakia

Marketing in an Environment of the Social Networks

prof. Ing. Alena Daňková, CSc. - PhDr. Mgr. Eva Dirgová, PhD. - PhDr. Adriana Grigerová

Faculty of Education, Catholic University in Ružomberok, Slovakia

Využitie digitálneho marketingu najvyššími štátnymi predstaviteľmi

PhDr. Katarína Viktória Bratková

Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Room / Miestnosť: Main Hall / Hlavná sála

11th November 2015

11.00 - 12.30

Kreatívne odvetvie na Slovensku v prostredí digitálneho sveta

prof. Ing. Mária Rostášová, PhD. - Ing. Ivana Dudová

Faculty of Operation and Economics of Transport and Communications, University of Žilina, Slovakia

Using Tremendous Impact of Social Media to Utilize Marketing Potential

Ing. Dušan Mladenović - Ing. Anida Krajina

Faculty of Economics and Administration, Masaryk University in Brno, Czech Republic

Generation Y Online Marketing - The Path to Achievement of Successful Addressing Young Generation

doc. Ing. Viliam Lendel, PhD. - prof. Ing. Štefan Hittmár, PhD.

- Ing. Eva Siantová - Ing. Martin Latka

Faculty of Management Science and Informatics, University of Žilina, Slovakia

Využitie digitálnych nástrojov marketingovej komunikácie v sociálnom marketingu

Mgr. Dana Hodinková

Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

Digitální marketing v podmínkách veřejnoprávní vzdělávací instituce

doc. Ing. Michal Vaněk, Ph.D. - Ing. Roman Kozel, Ph.D.

- Ing. Marek Ballarín

Faculty of Mining and Geology, VŠB - Technical University of Ostrava, Czech Republic



Communication Today:

Scientific Journal
from the Mass Media
and Marketing
Communication Field
(Vol. 6., No. 2.)



The Use of Fear to Build Brand Attachment: Necromarketing in American Media

Amiee Shelton, Ph.D. - Mgr. Łukasz P. Wojciechowski, Ph.D.
Roger Williams University in Bristol, Rhode Island, USA; Faculty of Mass Media Communication UCM in Trnava, Slovakia

Psychosynergetická výzva v marketingu

doc. Ing. Dušan Turan, CSc. - prof. Irina Viktorovna Yershova-Babenko, DrSc.

Slovak Socio-Synergistic Company in Žilina, Slovakia

Use of Corporate Information Systems to Improve Project Management in Marketing

prof. Dr. Vladimir Plotnikov - prof. Dr. Yulia Vertakova
- assoc. prof. Olga Kryzhanovskaya

Southwest State University in Kursk, Russia

Improvement of Marketing Research in Evaluation of the Consumer Companies Products

prof. Dr. Yulia Vertakova - assoc. prof. Tatyana Babich
- assoc. prof. Yulia Polozhentseva

Southwest State University in Kursk, Russia

Features Assessing the Competitiveness of the Company and Its Services in the Infocommunication Industry

prof. Dr. Yulia Vertakova - assoc. prof. Oleg Kalimov
- assoc. prof. Evgeny Leontyev

Southwest State University in Kursk, Russia

Sentiment Analysis of Slovakian Chain Stores Facebook Posts

Mgr. Zuzana Bačíková - Mgr. Magdaléna Kačániová, Ph.D.
University of Constantine the Philosopher in Nitra; Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Identification of Approaches to the Quantification of Human Capital Value

doc. Ing. Alžbeta Kucharčíková, Ph.D. - Ing. Emese Tokarčíková, Ph.D. - Ing. Ľubica Koňušiková

Faculty of Management Science and Informatics, University of Žilina, Slovakia

Bank Segmentation and Marketing Strategy in Context of Digital Marketing Conditions in the Czech Republic

Ing. Petra Jílková, Ph.D.

Faculty of Social Studies, University of Finance and Administration in Prague, Czech Republic

Digital Marketing Communication Tools in the Process of Implementing the Marketing Strategy of the Tourist Area Jeseníky - East

PaedDr. Jiří Mezulánik, CSc. - Ing. Vladimír Vavrečka

University of Business and Law in Ostrava, Czech Republic

SECTION 2: DIGITAL CONSUMER

Chairs / Garanti: prof. Ing. Alena Kusá, Ph.D.
PhDr. Katarína Ďurková, Ph.D.
Ing. Tomáš Fašiang, Ph.D.



Room / Miestnosť: Hunting Salon / Poľovnícky salón

10th November 2015

15.30 - 18.30

Služba internetového prodeje potravin - překážky jejího rozvoje v ČR

doc. Ing. Aleš Hes, CSc. - Ing. Daniela Šálková, Ph.D.

Faculty of Social Studies, University of Finance and Administration in Prague; Faculty of Economics and Management, Czech University of Life Sciences in Prague, Czech Republic

Negative Psychological Aspects of Consumer Behaviour in the Digital Age

prof. Ing. Ľudmila Nagyová, Ph.D. - Ing. Ingrida Košičiarová, Ph.D. - Mgr. Jana Rybanská

Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia

Digitální věk rychlého času a proměny životního stylu

doc. Mgr. Ondřej Roubal, Ph.D.

Faculty of Economic Studies, University of Finance and Administration in Prague, Czech Republic

Business Intelligence and Business Situation of Enterprises

doc. Ing. Mária Durišová, Ph.D. - Ing. Lukáš Falát, Ph.D.

- Ing. Eva Malichová

Faculty of Management Science and Informatics, University of Žilina, Slovakia

Does Buying Behaviour Affect How Persuasive Certain Marketing Communication Tools Are? Case of Czech Single-Living Consumers

Ing. Martin Klepek - Ing. Kateřina Matušinská, Ph.D.

Faculty of Business Administration in Karviná, Silesian University in Opava, Czech Republic

Proces digitalizace společnosti - determinanty a změny nákupního chování

Ing. Marta Regnerová, CSc. - Ing. Daniela Šálková, Ph.D.

Faculty of Economics and Management, Czech University of Life Sciences in Prague, Czech Republic

Consumer Feedback - How Relevant Is It for Quality Improvement?

Mgr. Peter Madzík, Ph.D. - Mgr. Karol Čarnogurský, Ph.D.

- Ing. Anna Diačiková, Ph.D.

Faculty of Education, Catholic University in Ružomberok, Slovakia

Online Application Feedback Gathering Tools

Ing. Peter Šimončíč - Ing. Jakub Berčík, Ph.D. - Ing. Roderik Virágh, Ph.D.

Faculty of Economics and Management, Slovak University of Agriculture in Nitra, Slovakia

Marketingový výzkum digitálního života bankovních klientů

PhDr. Ing. Václav Kupec, Ph.D.

Faculty of Social Sciences, University of Finance and Administration in Prague, Czech Republic



EJMAP:

Art Journal: European Journal of Media, Art and Photography



Typológia, trendy a nákupné správanie digitálneho spotrebiteľa

Mgr. Silvia Klinčeková - prof. Ing. Jarmila Šalgovičová, CSc.
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Vnímanie neuromarketingu slovenskými spotrebiteľmi a jeho vplyv na ich nákupné správanie

Ing. Margaréta Nadányiová, PhD.
Faculty of Operation and Economics of Transport and
Communications, University of Žilina, Slovakia

Protection of an "Average Consumer" in the Digital Society - European Context

JUDr. Marek Švec, PhD. - doc. JUDr. Mgr. Andrea Olšovská,
PhD. - doc. Ing. Mgr. Ladislav Mura, PhD.
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Aplikácie digitálneho marketingu v komerčných poisťovniach v SR z pohľadu klientov

Ing. Adriana Zliechovcová, MBA
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Digitálna komunikácia v prostredí verejných služieb

Ing. Eva Gajarská
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Room / Miestnosť: Hunting Salon / Poľovnícky salón

11th November 2015

11.00 - 12.30

Digital Generation: Potential Changes in the Structure of Individual and Group Personality

Stefan Stanciugelu, PhD.
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

A Reflection Essay on Possible Specifics of Online Buying Decision Process in Comparison to Traditional Approach

Ing. Kristýna Böhmová - Ing. Hana Demelová
Faculty of Economics and Administration, Masaryk University
in Brno, Czech Republic

Digital Consumer in Segment of Seniors and Their Impact on Dynamization of Service Enterprises

Ing. Miroslava Čukanová
Faculty of Commerce, University of Economics in Bratislava,
Slovakia

Internetová komunikace jako nástroj eliminace činnosti nepoctivých obchodníků zaměřených na cílovou skupinu seniorů

Mgr. Petr Mokrý
Jan Amos Komenský University in Prague, Czech Republic

Online Customer Behaviour

prof. Ing. Anna Križanová, PhD. - Ing. Katarína Moravčíková -
Ing. Martina Rypáková
Faculty of Operation and Economics of Transport
and Communications, University of Žilina, Slovakia

New Approaches in the Banking Sector to Communicate with Customer Segments

Ing. Naděžda Petrů
Faculty of Social Sciences, University of Finance
and Administration in Prague, Czech Republic

Vplyv nástrojov marketingového mixu s využitím digitálnych médií na zákazníka v bankovom sektore v SR

Ing. Eva Kicová, PhD.
Faculty of Operation and Economics of Transport
and Communications, University of Žilina, Slovakia

SECTION 3:

Chairs / Garanti:

DIGITAL GAMES

prof. PhDr. Slavomír Gálik, PhD.
doc. PhDr. Slavomír Magál, CSc.
Mgr. Michal Kabát, PhD.
Mgr. Martin Paľšovič



Room / Miestnosť: Red Salon / Červený salónik

10th November 2015

15.30 - 18.30

Gamification in Social Media - Based CSR Communication

prof. Jerzy Gołuchowski - Mgr. Anna Losa-Jonczyk -
Dr. Katarzyna Walotek-Ściańska
Faculty of Informatics and Communication, University
of Economics in Katowice, Poland

Antropologické aspekty hier

prof. Mgr. art. Božidara Turzonovová, PhD.
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Kyberpriestor digitálnych hier ako „životný svet“ súčasného človeka

PhDr. Sabína Gáliková Tolnaiová, PhD.
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Using Traditional Artistic Skills and Tools When Designing Elements of Games

prof. Mgr. Małgorzata Łuszczak, PhD. - Dr. Katarzyna Kroczek-
Wasińska - Dr. Kaja Renkas
Game Design and Virtual Space, University of Silesia, Poland

Game Mechanisms in Marketing Activities of Theatres

Dr. Katarzyna Walotek-Ściańska
Faculty of Informatics and Communication, University
of Economics in Katowice, Poland

Interakcia ako základ herného dizajnu

Mgr. Michal Smrkal
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

How to Achieve Success in the Digital Games Industry?

Dr. Paweł Synowiec - Mgr. Marcin Goldyszewicz
Faculty of Art in Cieszyn, University of Silesia, Poland

Gamification as a Stimulator of a Full-fledged Use of Online Services

PhDr. Peter Murár, PhD.
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

Autorskoprávna ochrana digitálnych hier

JUDr. Milan Botík, PhD.
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

K problému e-osoby v kyberpriestore digitálnych hier

prof. PhDr. Slavomír Gálik, PhD.
Faculty of Mass Media Communication, UCM in Trnava,
Slovakia

„Ako veľmi interaktívna?“ - Je hudba vo videohrách iba zamaskovaná hudba filmová?

Mgr. Tomáš Farkaš, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

A Game Jam as the Example of Collaboration in the Game Creation Process. The LAG Case Study

Dr. Remigiusz Kopoczek

Faculty of Fine Arts and Music, University of Silesia, Poland

In-game Advertising within Alan Wake and Its Perception (Case Study)

Mgr. Zdenko Mago, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Dimenzie (digitálnych) hier z pohľadu J. Huizinga a R. Cailloisa

Mgr. Zuzana Bučková

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Digitálne hry pre deti v predškolskom veku

Mgr. Petra Adamková

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Procedurally Generated Experiences - Endless Narrative

Mgr. Ivan Lužák

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

SECTION 4:

DIGITAL MEDIA

Chairs / Garanti:

doc. PhDr. Dana Petranová, PhD.

doc. PhDr. Hana Pravdová, PhD.

doc. Mgr. Norbert Vrabc, PhD.



Room / Miestnosť: Library / Knižnica

10th November 2015

15.30 - 18.30

Image and Projection

Elizabeth Orcutt

Falmouth University, United Kingdom

Potrebuje ešte čítať noviny a pozerat' večerné správy?

Mgr. Miroslava Kernová

omediach.com

Organizational Communication, Style of Management and Social Media

doc. Alena Klapalová, Ph.D. - Ema Symonová, MSc.

College of Polytechnics Jihlava, Czech Republic

Media Impact on Crisis Communications

Ing. Marcela Papalová, PhD.

Faculty of Economics, VŠB - Technical University of Ostrava, Czech Republic

Digital Media and Technologies in Public Relations

Mgr. Hana Kiková

Faculty of Arts, Constantine the Philosopher University in Nitra, Slovakia

IP Human

doc. Mgr. Zbigniew Widera, PhD.

Faculty of Informatics and Communication, University of Economics in Katowice, Poland

Elektronická kniha ako súčasť kultúry spotreby: Konzum obsahov digitálnych médií na príklade vybraných žánrov populárnej literatúry

PhDr. Zuzana Slušná, PhD.

Faculty of Arts, Comenius University in Bratislava, Slovakia

Digitálne médiá v perspektíve poznatkov sociologického výskumu mladých ľudí

Mgr. Lic. Martin Fero, PhD.

Department of Sociology, St. Elizabeth University of Health and Social Sciences in Bratislava, Slovakia

Hodnotová orientácia adolescentov v ére digitalizácie

doc. PhDr. Blandína Šramová, PhD. - Anežka Hamranová

Faculty of Education, Comenius University in Bratislava, Slovakia

Facebooková societa a jej komunikačné zvyklosti

doc. PhDr. Zora Hudíková, PhD. - PhDr. Marián Tar, PhD.

Faculty of MassMedia, Paneuropean University in Bratislava, Slovakia

Význam sociálnych médií v sociálnej oblasti

doc. ThDr. Juraj Spuchľák, PhD.

Danubius University in Sládkovičovo, Slovakia

ACCOMPANYING EVENT:

Exhibition „Fixed Impression“ (Digital Print)

prof. Mgr. Małgorzata Łuszczak, PhD.

Dr. Katarzyna Kroczyk-Wasińska

Dr. Kaja Renkas

TRNAVA:
Past & Present



trnava

The Reality of Economic Journalism at a Time of New Media

Ing. arch. Petr Štěpánek, PhD.

Faculty of Multimedia Communications, Tomáš Baťa University in Zlín, Czech Republic

Digital Participation of Children and Parents in the Context of Digital Generational Divide

Mgr. Martina Porubčinová, PhD.

The Institute for Forecasting of the Slovak Academy of Sciences, Slovakia

Aktuálne trendy v oblasti šírenia tlačenej obsahu digitálnymi aplikáciami v slovenských vydavateľstvách

Mgr. Magdaléna Švecová

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Predáva sex aj v digitálnej ére?

Mgr. Marek Šimončík, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Media - Information Literacy and Media Manipulation

Martin Ďurko, MBA

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Room / Miestnosť: Library / Knižnica

11th November 2015

11.00 - 12.30

Dátová žurnalistika ako nástroj na zvyšovanie mediálnej gramotnosti mediálnych profesionálov

doc. Mgr. Norbert Vrabec, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Selfie identita exponovaná v digitálnych médiách - originalita alebo banalita?

doc. Mgr. Katarína Fichnová, PhD. - Mgr. Łukasz P. Wojciechowski, PhD.

Faculty of Arts, Constantine the Philosopher University in Nitra; Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Vlastníci médií a jejich ovlivňování veřejného mínění

Ing. Pavla Varvažovská

Faculty of Economics and Management, Czech University of Life Sciences in Prague, Czech Republic

Jaroslav Filip: Pionier slovenského internetu

Bc. Ján Janočko - Mgr. Michal Kabát, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

In the World of New Media - Blogs and Trendsetting

Małgorzata Koszembar-Wiklik, PhD.

Silesian University of Technology in Zabrze, Poland

3D tlač ako nová priemyselná revolúcia

Ing. Vanda Rogovská

Faculty of Commerce, University of Economics in Bratislava, Slovakia

Agresivita v reklame šírená digitálnymi a tradičnými médiami

doc. PhDr. Eva Odlerová, PhD. - Mgr. Katarína Hýlllová

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Digitálne médiá a (ne)vzdelanosť

PhDr. Ladislav Volko, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

Archiving Documents in Form of Image Using Matlab and Photoshop

Ing. Robert Halenár, PhD.

Faculty of Mass Media Communication, UCM in Trnava, Slovakia

CONFERENCE GUESTS:



Appealing to Humanity: How to Communicate

Goodness / Výzva k ľudskosti: Ako komunikovať dobro
Róbert Slovák
Respect APP



New Era: Segmented Marketing and Polyphonic Brand Identity

Nová éra: Segmentovaný marketing a polyfonická brand identity
Mgr. Pavol Minár
Istropolitana Ogilvy, FMK UCM



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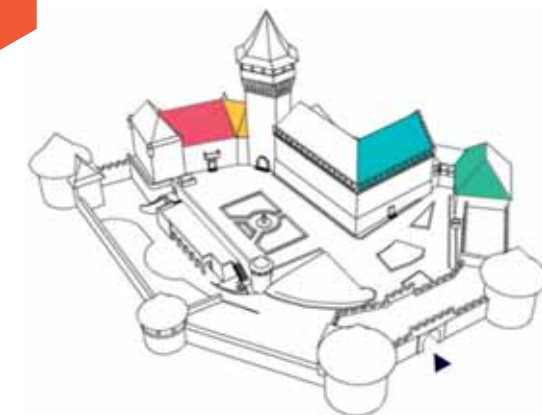


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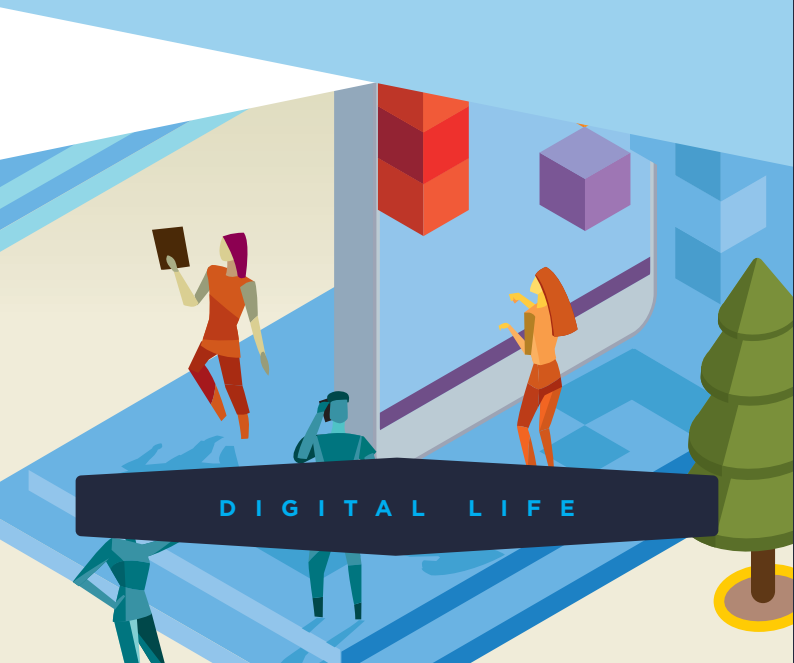
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