



# MM 2021

5th International Conference on Marketing Management

## Conference Programme

June 18, 2021, MS Teams,

10.00 a.m. (UTC+2:00)

[Link to the conference room](#)

<b>10.00-10.15</b>	<p style="text-align: center;"><b>Conference Opening</b></p> <p><i>Joanna Szwacka-Mokrzycka - Chairwoman of the Scientific Committee of the MM2021 Conference, Head of Department of Development Policy and Marketing, Warsaw University of Life Sciences</i></p> <p><i>Mariusz Maciejczak – Director of the Institute of Economics and Finance, Warsaw University of Life Sciences</i></p>
<b>10.15-12.00</b>	<p style="text-align: center;"><b>Plenary Session, part 1</b> <b>Chairwoman: Joanna Szwacka-Mokrzycka</b> <b>Chairman: Maciej Stawicki</b></p>
	<p><b>Anna Tarabasz</b>, SP Jain School of Global Management Dubai POST-PANDEMIC IMPACT ON THE INDUSTRY: ANTICIPATING TRENDS IN DIGITAL MARKETING FOR 2021 AND BEYOND</p> <p><b>Jan Žukovskis</b>, Vytautas Magnus University, Lithuania MARKETING ELEMENTS IN THE MODEL OF TEACHING STUDENTS TO CREATE THEIR FIRST START-UPS</p> <p><b>Ieva Pūķe</b>, University of Latvia MARKETING CAPABILITIES IN YOUNG INTERNATIONALIZING FIRMS</p> <p><b>Vijay Dharurkar</b>, Dr. Babasaheb Ambedkar Marathwada University, India NEW PR MODEL FOR CORPORATE INDUSTRIES</p> <p><b>Gintarė Vazonienė</b>, Vytautas Magnus University, Lithuania GOOD PRACTICE EXPERIENCE OF EUROPEAN COUNTRIES IN ORGANIZING SHORT FOOD SUPPLY CHAINS</p> <p><b>Silvije Jerčinović</b>, Križevci College of Agriculture, Croatia ADJUSTMENTS IN MARKETING POSITIONING OF PRODUCERS IN THE VEGETABLE PRODUCTION SECTOR UNDER COVID CRISIS CONDITIONS</p>

<b>12:00-12.15</b>	<b>Coffee Break</b>
<b>12.15-14:00</b>	<b>Plenary Session, part 2</b> <b>Chairman: Piotr Bórawski</b> <b>Chairwoman: Joanna Chudzian</b>
	<p><b>Rasa Pranskūnienė</b>, Vytautas Magnus University, Lithuania THE IMPORTANCE OF HERITAGE IN ORGANIZATIONAL COMMUNICATION</p> <p><b>Polona Dakič</b>, University of Primorska, Slovenia OMNICHANNEL AND DIGITALIZATION TRENDS IN THE SLOVENIAN INSURANCE COMPANIES</p> <p><b>Shantanu Dilip Watane</b>, Dr. Babasaheb Ambedkar Marathwada University, India IMPACT AND USE OF SOCIAL MEDIA PLATFORMS ON CORPORATE PUBLIC RELATIONS IN INDIA</p> <p><b>Kamila Szymańska</b>, University of Lodz, Poland IMPLEMENTATION OF NEUROMARKETING PRINCIPLES AND TOOLS ON FASHION WEBSITES</p> <p><b>Marcin Antoniak</b>, Poznan University of Economics and Business, Poland CONSUMERS INTENTIONS TO PAY ATTENTION TO NUTRITION CLAIMS: THE ROLE OF HEALTHY EATING ORIENTATION</p> <p><b>Laila Kundzina</b>, Latvia University of Life Sciences and Technologies, Latvia FUNDRAISING TRENDS IN STATE - FOUNDED UNIVERSITIES IN LATVIA</p>
<b>14:00-14.30</b>	<b>Coffee Break</b>
<b>14.30-16:00</b>	<b>Plenary Session, part 3 (Polish language)</b> <b>Chairwoman: Marzena Lemanowicz</b> <b>Chairwoman: Anna Jasiulewicz</b>
	<p><b>Beata Kolny</b>, University of Economics in Katowice, Poland WYPOSAŻENIE GOSPODARSTW DOMOWYCH W DOBRA TRWAŁEGO UŻYTKU W DOBIE INTERNETU RZECZY</p> <p><b>Agnieszka Wiśniewska</b>, University of Warsaw, Poland <b>Paula Pyplacz</b>, Czestochowa University of Technology, Poland <b>Katarzyna Liczmańska-Kopcewicz</b>, Nicolaus Copernicus University in Toruń, Poland POSTAWY WOBEC ODNAWIALNYCH ŹRÓDEŁ ENERGII – PERSPEKTYWA PRZEDSIĘBIORCÓW I KONSUMENTÓW</p> <p><b>Agata Surówka</b>, Rzeszow University of Technology, Poland <b>Bogusław Bembenek</b>, Rzeszow University of Technology, Poland PORTAL GEOSTATYSTYCZNY JAKO ŹRÓDŁO INFORMACJI STRATEGICZNEJ UŻYTECZNEJ DO PROGNOZOWANIA I SYMULACJI PROCESÓW SPOŁECZNO-GOSPODARCZYCH</p> <p><b>Anna Piekarczyk</b>, Poznan School of Logistics, Poland <b>Szymon Strojny</b>, Poznan School of Logistics, Poland SLOW THINKING, SZTUKA MYŚLENIA SIECIOWEGO</p> <p><b>Piotr Bórawski</b>, Warmia and Mazury University in Olsztyn, Poland <b>Aneta Bełdycka-Bórawska</b>, Warmia and Mazury University in Olsztyn, Poland DZIAŁANIA LOGISTYCZNE PRZEDSIĘBIORSTW MLECZARSKICH</p>
<b>16:00-16:10</b>	<b>Conference Closing</b>

