



Faculty of
International and
Political Studies
University of Lodz

Chair of International Marketing and Retailing



International Conference

The role of universities in promotion of cities and regions

Project is a part of European *Campus Culturae* Programme.

Lodz, 30–31 of May 2014 (Friday–Saturday)

Conference organizer: Chair of International Marketing and Retailing,
Faculty of International and Political Studies, University of Lodz

Project Coordinator: Tomasz Domański, Full Professor, with associates

Conference Secretary: Michał Sędkowski, M.A. (michal.sedkowski@uni.lodz.pl)

The goal of the conference is to present the latest trends in regards to the synergy between territorial marketing and the marketing of universities. Presented papers should address various aspects of collaboration between regional or city authorities and universities operating within their territories.

The main thesis of the conference is based on the belief that the role of universities in marketing communication and the positioning of given European cities and regions is rising. Universities are fast becoming the main vector of a city's positioning in the awareness of various target groups, such as young people, entrepreneurs, and foreign investors.

There exists a strong correlation between the standard of a university and the quality of its educational offering with attracting students that originate outside of its immediate city or region. The quality of student education and the quality of its alumni have a decisive impact on the effectiveness of attracting new investors, both foreign and local.

Chair of International Marketing and Retailing, University of Lodz

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Effective city management requires a parallel development of various forms of partnership marketing between universities and local officials. This applies in particular to various forms of cooperation between the academic and business environment with media and culture.

One of the main goals of the conference is to prepare a unique monograph, presenting a review of best practises, which cover innovative collaboration methods of European cities and regions with universities operating within their territories.

Panellists, originating from both Polish academic centres and European cities, Lodz partner cities in particular, are invited to participate in the conference and preparation of such reviews.

Examples of best practices, presented during the conference and in the monograph, should take the form of in-depth case studies. They should present the evolution of such collaboration and the challenges that arise during the development of integrated marketing strategies.

The authors of the selected papers and case studies can be academics or from cadres whose members represent their respective universities. In addition, we also welcome papers and case studies by individuals representing their local government offices and those who are involved in marketing consultancy and various other forms of consulting services, so as to promote cooperation between these fields.

The most interesting experiences of both Polish and foreign universities will be issued in a monograph edited by Tomasz Domański and published by Lodz University Press in both Polish and English.

Titles of proposed essays with a short **abstract** (1/2 pages) will be accepted **till the end of November 2013** (michal.sedkowski@uni.lodz.pl).

Accepted **articles**, which can be no more than 15–20 pages, are to be sent in English **till end of January 2014** (michal.sedkowski@uni.lodz.pl). This is so an editorial and typesetting of the publication can conclude by the end of March 2014.