INTERNATIONAL ACADEMIC CONFERENCE

“Marketing of education: new approach to promote educational service”

26th – 27th February 2014

University of Economics and Humanities

4, Sikorskiego str., 43-300, Bielsko-Biała, Poland

SCIENTIFIC BOARD

Chair – Olha Prokopenko, Doctor of Economics, Prof., professor at the University of Economics and Humanities (UEH), Bielsko-Biała (Poland); Dean, Head of the Department at the State University of Sumy (Ukraine);

✓ Sergiy Illashenko, Doctor of Economics, Prof., professor at UEH, Bielsko-Biała (Poland); Head of the Department at the State University of Sumy (Ukraine);

✓ Alexander Karminskiy, Doctor of Engineering, Doctor of Economics, Prof., professor at the National Research University «Higher School of Economic», Moscow (Russia);

✓ Serik Kumekov, Doctor of Physics and Mathematics, Prof., Director of Kazan National Technical University, Almaty (Republic Kazakhstan);

✓ Beata Kupiec-Teahan, Ph.D., professor at UEH, Bielsko-Biała (Poland);

✓ Grigor Nazarian, Ph.D., A.P., Head of the Department at the Armenian State Economic University, Yerevan);

✓ Rumyana Neykova, Doctor of Economics, Prof., Head of the Department at the High School Insurance and Finance, Sofia (Bulgaria);

✓ Teresa Pyzik, Doctor of Philology, professor at UEH, Bielsko-Biała (Poland);

✓ Aleksander Romanko, Ph.D., A.P., Consultant at IBM Canada, Toronto; Professor at Toronto University (Canada);

✓ Sergey Tiaglov, Doctor of Economics, Prof., Head of the Department at Rostov State Economic University (RINH), Rostov-on-Don (Russia);

✓ Janina Falkowska, Doctor of Philology, Prof., professor at UEH, Bielsko-Biała (Poland); professor at University Western Ontario, London (Canada);

✓ Galina Yasheva, Doctor of Economics, A.P., Head of the Department at Vitebsk State Technological University (Republic Belarus).
FINANCIAL TERMS:

✓ there is no registration fee, but participants have to pay for trip, accommodation and food;
✓ payment for publication in monograph is 40 Euro.

ORGANISATIONAL COMMITTEE

Chair – Witold Marzęda, Ph.D., Director of the Department of Humanities and Social Sciences at UEH.
Secretary (English) – Elżbieta Jaszczurowska, Director MA at UEH (ejaszczurowska@wseh.pl).
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Student Board at UEH: Michał Buława, Barbara Mrzygłód, Dorota Wojewodzic, Dariusz Góra i Edyta Wójcik.

EDITOR OF MONOGRAPHS (in Russian and English) is Olga Prokopenko, Doctor of Economics, Prof. (olgaprokopenko@bk.ru).

IMPORTANT DATES: Application for participation in the conference – 25.02.2014.
Participation in the conference – 26–27.02.2014.
Submission of material for monographs – 25.03.2014.
Publication of monographs – May 2014.

THE MAIN AIM OF THE CONFERENCE:

to exchange the experience concerning innovative approaches to the educational service in the new investigations in the communication processes, social and linguistic codes, marketing research, hierarchy of needs, motivation methods and analysis of the task groups.

THEMATIC AREAS OF THE CONFERENCE:

✓ Educational needs changing of the concrete educational service consumers;
✓ Types of motivation to consume the educational service and ways of their stimulation;
✓ Social and linguistic codes and communicative processes effectiveness;
✓ Multimedia means in educational service;
✓ General marketing and educational service marketing – similarities and differences.

CONFERENCE WORKING LANGUAGES: Russian, English, Polish.
REQUIREMENTS TO MATERIALS FOR PUBLICATION IN MONOGRAPHS

The article is to be in **A4** with such parameters: *Times New Roman, 12, automatic hyphenation, 1,5 interval for lines, indent – 1,2 cm, fields: from left – 3,5 cm, from right – 1,5 cm, from above and from below – 2,5 cm.*

**Language** – **English, Russian**. There must be materials which previously have not been published. The material will not be doubled in case of representing it for two monographs.

All **formulas** must be typed in *Microsoft Equation*, in the center, scanned formulas are not allowed. Continuous numbering of the formulas.

**Pictures** must be grouped in the center, continuous numbering of the pictures, outline below in the center.

**Tables** in *Times New Roman, 12, 1,0 interval for lines, indent – 0 cm, align in the center. Continuous numbering of the tables above on the right, table title – above in the center.*

All **pictures, diagrams and tables have to be composed in black-white scale** (one need *Grayscale* for photos).

**References** have to be given in square brackets in such way [*Author’s surname publication year, p. *] (e.g. [Prokopenko 2008, p. 189–190]). If there are 2 authors, one needs to mention surnames of both scientists in square brackets (e.g. [Prokopenko, Kovalsky 2008, p. 189–190]). In the next references one has to mention surnames of both authors every time. In references to works of 3 and more authors first time in the text one must mention surnames of all authors (e.g. [Prokopenko, Kowalsky, Wyshnewsky, Nowak 2008, p. 189–190]), in the next references to the same source it is possible to mention only the first author’s surname and write “and others” (e.g. [Prokopenko and others 2008, p. 189–190]). If the authors’ surnames coincide, one needs additionally to point initials.

As for the references to the electronic resources you need to use low footnote with Arabic numbering in *Times New Roman, 10, without automatic hyphenation, 1,5 interval for lines, indent– 0 cm* (example below).

List of reference is to be composed at the end of publication alphabetically in such way *Surname, author’s (authors’) initials (year of publication), Title, place of publication: Title of the publishing house (e.g. Kowalsky Jan, Wojczik Marija (2013), Free time management, Gonolulu: PWN) with indent 0,75 cm.*

**Size** of the article for monograph – 11–12 pages.

**Pay for publication** – 40 Euro.

The materials are admitted in electronic form on monograph_polska@mail.ru with mentioning of the author’s (authors’) surname and initials article.