

# **Marketing communication of research units in the context of cooperation with enterprises (on the example of Łódź region)**

## **Abstract**

The economic dimension of functioning of each organization depends on a properly conducted marketing communication policy. Entities of economic life communicating with the environment, on the one hand, acquire information necessary for competitive functioning, and on the other hand, encourage the external environment to intended cooperation. Therefore, communication is a kind of dialogue between the organization and other entities in its environment.

Contemporary enterprises have been successfully using marketing communication or its integrated form for many decades. Depending on the type of market in which they operate (B2C, B2B, B2G market), they choose the appropriate composition of marketing communication instruments in order to optimise assumed objectives. Research units considered in the context of knowledge commercialization, i.e. business process, are qualified as industrial market players (B2B).

The main aim of this dissertation is to develop a modern model of marketing communication of scientific units in relations with enterprises. This aim is realized in the dissertation in the form of eight specific objectives.

Based on literature review and author's own experience, the main hypothesis H was formulated and detailed hypotheses H1 – H5 were derived from it:

- H: The use of marketing communication model in the formula that is characteristic for B2B market by research units is expected by enterprises.
- H1: Research units do not use the available spectrum of marketing communication tools in cooperation with enterprises.
- H2: Research units do not use the language of market benefits in description of knowledge being the subject of commercialization.
- H3: The use of possibilities provided by the Internet era of Web 2.0 in marketing communication by research units has a positive impact on their image in the business environment.
- H4: Possession by research units of a cell specializing in the field of science communication has a positive impact on contacts with the business environment.
- H5: Transmission of information on the work carried out by research unit in the manner expected by enterprises is a key determinant of establishing the first contact.

Empirical verification of indicated hypotheses took place by conducting research using the indirect communication method, among the representatives of companies belonging to the intelligent specialization of Łódź Voivodeship, as well as through the analysis of websites of research units located in Łódź Voivodeship. The results obtained on the basis of research enabled to accept the main hypothesis H, as well as detailed hypotheses H1, H2, H3. However, hypothesis H4 and H5 were rejected without obtaining confirmation in the research results.

The analysis of literature presented in four chapters of the doctoral thesis and the results of empirical research enable to conclude that the aims of dissertation have been achieved. Analysis of information needs and expectations of enterprises was carried out in the context of cooperation with research units. The marketing communication model of scientific institutions in configuration expected by the business environment was also built. This thesis formulates many conclusions, which practical application will contribute to the improvement of communication processes on the science-business line that will have a significant importance in the context of the Act 2.0.

Milarek