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# **POLISH-GERMAN JOINT SEMINAR**

## **ON INTERNATIONAL MARKETING**

### **AND MANAGEMENT**

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The development of modern world economy is characterized by the advancing process of internationalization, which signifies an increase in economic relations between particular countries, states, and companies. Internationalization should not be approached exclusively as a static process, based on existing relations between economy and companies with overseas markets, but above all as a dynamic development process evolving into more advanced forms.

Internationalization is strictly dependent on the flow of information (know-how). At present, the economic, social, and cultural progress of developed countries is so strongly determined by the creation, transfer, and transformation of information that we can talk about the emergence of information society. Already now, information processes constitute the basis for an extremely dynamic growth of foreign direct investments whose value exceed that of the foreign trade. The decisive role in the process of information development and information transfer, as an internationalization factor, is played by universities, which on the one hand, have possibilities to conduct inventive research in marketing and international corporate management research, and on the other hand, prepare students (future managers) for effective functioning in a multi-cultural business environment.

With respect to the abovementioned factors, the Karol Adamiecki University of Economics in Katowice and Hochschule für Technik und Wirtschaft des Saarlandes in 2006 initiated the Polish-German scientific-didactic cycle seminars aimed at building the partnership between universities, especially in terms of development of joint scientific research and enhancement of education of students of economic courses.

The first seminar was organized by Karol Adamiecki University of Economics in Katowice in 2007. The result of the discussion was the publication entitled *Internationales Marketing und Management* edited by Mario Glowik and

Slawomir Smyczek. The second cycle seminar, organized in October 2008 by HTW des Saarlandes, was devoted to a debate on complex marketing and corporate international management problems, especially on the Polish and German markets. The discussion was organized in two panels. During the first one, the floor was taken by Sławomir Smyczek, Michael Zell, Marion Göttert, Mario Glowik, and Holger Buck. The second panel was devoted to analyses on scientific issues discussed in papers which were delivered to the seminar by Marzena Czarnecka, Wojciech Czakon, Jacek Szoltysek, Diego Fernando Téllez Falla, Lilian Carol Bohórquez Olarte, and Jesús María Godoy Bejarano.

Although all the articles present many in-depth analyses and proposals of new solutions to problems afflicting companies operating on international markets, it is impossible to fully exhaust the whole variety of all the issues addressed during the seminars. This, however, creates many opportunities for further scientific discussions, and hopefully, for identification of new international marketing and management problems during the next, third Polish-German seminar.

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