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SCHOOL OF MARKETING

The beginnings of the Wrocław school of marketing can be traced back to 1962 when Józefa and Teodor Kramer arrived from Poznań to WSE (Higher School of Economics) in Wrocław. They created a harmonious team, shaped the academic profiles of those involved, formulated the mission and the tasks to be achieved, formed the set of ethical and cultural values, and demonstrated the significance of market philosophy and its functions. Those two young scientists, today respected Professors, gathered around then a team of co-workers.

The beginnings of the development of the academic team fell in a period when the category of the market and its significance for the development of the country were doctrinally ignored. This shaped in a definite way the choices of research subjects, didactic programmes and, to an extent, the personalities of the scientists. Some, despite the restrictions, still searched for the possibilities of the market mechanism influence on the economic development. Others decided that the fact of such restrictions deprives the results of their research on market processes of both theoretical and practical value. Both sides brought a significant input into the development of the contemporary school of marketing. Many publications before achieving their final form suffered from the interference of censorship – this is worth mentioning because many of us still possess the original versions. They allowed us to a large degree an easy transfer to the new situations, new conditions, because they were real – objective factually – basis.

The occasion of the jubilee gives us an opportunity to remember that the creator of the Wrocław school of marketing, Professor Teodor Kramer, in his work *Functioning of the Market in Poland* (PWN, Warszawa 1969), pointed out the ineffectiveness of central planning, and the necessity of attempts to activate market functions and mechanisms. That period saw the commencement of several examples of empirical research which dealt more with particular branches but further underlined those weaknesses as a result of existing malformations. However they gave a profound diagnosis. In that period, young scientists learnt the craft and gathered materials for generalization in sub-

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sequent doctoral dissertations, and the students for the first time came across the wide spectrum of problems related to the market. In 1971 appeared the first academic textbook entitled *Market Analysis* (PWE, Warszawa), which presented these issues. In the 1970's there was a great research effort made within the so-called Central and Resort Key Issues (CP, RP). The Institute of Commerce and Services (former name of Institute of Marketing) played a significant part in it's coordination, inspiration and realization. Today perhaps the symbols CP.09.5.1, CP.13.2, CPRP.10.5, and others are not identifiable for everybody but retrospective reflection makes us to remember that they dealt with research on: market processes in restrictive conditions, processes of consumption in its various cross-sections, development processes in the sphere of services.

This research formed the basis of today's scope of marketing. It also allowed its development cooperation with economic practice within open seminars, doctorate studies and other forms. Thanks to this involvement and the financial support of the economic practioneers, we received the building housing the Institute. The building became a sort of material symbol of the long-lasting creation of the initially so-called economics of the turnover of goods and services, and grew to its present scientific and didactic specialization. Since 1994 the Institute at present called the Institute of Marketing has been directed by Professor Aniela Styś.

Acknowledging the inevitability of changes, speeding up of their rate and moving from one order to another, we have taken up important problems while at the same time identifying the fundamental attributes of marketing. We were conscious that the understanding of markets and the behavior of individuals and organizations in them is the main challenge. Therefore besides the theoretical aspects (philosophy of marketing), the research dealt with marketing management, also including the relationship between strategy and tactics of marketing. The emerging competitive conditions being a result of entrance into the Polish market of companies originating from mature markets, inspired research on institutional forms of market activities. There appeared works on the stock exchange, marketing in trade, industrial marketing, and the functioning of the food market, the latter significant in the face of integratory threats.

Today especially in undertaking research, our team is conscious of the problems connected with globalization, that is of a Polish enterprise (whatever its size and field of activities) becoming a participant in the world market. The integral part of the Institute's work is the research of the market and consumption, dominated by the spatial approach, which in the period of the centrally planned economy allowed to form the basis for decisions by organs of regional policy and gradually also for industrial and commercial organisations. The main direction of this research, initiated by Professor J. Kramer, and

realized within the scope of several key issues during the years 1975-1990, dealt with the spatial structure of consumption, and aimed at appraising its regional equilibrium and identifying the main conditions of discovered disproportions. Aiming at the construction of programmes for obliterating spatial differences in consumption, there were attempts to construct regional patterns of consumption, which in the intentions of the authors were to be used for forecasting trends and growth rate of regions falling behind in relation to areas with the highest level of consumption. The undoubted advantage of the undertaken research was the enrichment of theoretical fundamentals of regional market research and also its methodical basis. The understanding of reasons and regional scales of differences in consumption made possible creating the criteria of planning trade in the regions. Implementing in their research the synthetic measure of consumption enabled the ranking of provinces and the definition of distances dividing them from the patterns of development.

The regional market research ran concurrently had initially an applicative character and its results were prepared in the 1970's programmes of development of trade and services networks in the regions; they served for appraising the effectiveness of the existing network and as a criterion in locating new elements. Despite the fact that the achieved results were only partially implemented, they had however a significant importance in creating theoretical and methodological basis of regional market research and spatial structures of consumption. The subjective approach was strongly stressed in the research of consumption, expressed in considering its problems from the viewpoint of an individual consumer and a household treated as an important link in structural and market changes.

The research on consumer behaviour conducted over several years serves to learn the mechanism of consumer reaction to many external conditions, in particular those created by the market economy. Examining the process of the transformation of the Polish economy through the prism of human behaviour, delivers the most important premisses of the realized socio-economic changes. The research on the adaptive behaviour in conditions of the market economy was undertaken within the grants of KBN (Committee for Scientific Research) and its effect is a recognition of the results of these changes on the standard of living of the population. It is an important criterion of evaluating the transformation of the Polish economy.

The new area in the research of consumption in Poland is the study of the role of consumer behaviour in the process of creating and realizing business marketing strategy. They indicate, above all, that the increasing orientation directed towards the customer is the basis of marketing activity. The Institute achieved a synthetic approach to theoretical and methodical issues in the research of consumer behaviour in relation to marketing instruments. These

formulations served in the analysis of the results of empirical research conducted among Polish consumers and aiming at recognizing their reaction in conditions of a created market economy, in the first attempts of applying marketing instruments by enterprises.

Starting from the fundamental assumption of this orientation, there was an attempt to define the main trends of using the knowledge of consumer behaviour in shaping business marketing strategy in the further stages of constructing this strategy.

A particular part in the scientific research of the Institute and also in its didactics, was taken by the sphere of services. Initiated by Professor T. Kramer at the end of the 1960's, the interest in these issues resulted in several significant publications. The Wrocław centre was acknowledged as the creator of the basis of this new for Polish economic discipline: the economics of services. It was not an easy subject of research. Services, defined as a residual part of the economy, were not sufficiently acknowledged neither by statistics nor by the system of financing their development. The academic team of the Institute had an opportunity to observe the evolution of the views on the role of services in the process of economic development: from the extreme ones – negating their influence on the development, up to such which give this sphere a fundamental role in economic transformation. The research stemming from the theory of three sectors allowed the Institute to establish a dependency between the development of services and the economy as a whole. The results of the research on the real changes in the sphere of changes in Poland filled in the gaps in European and world maps of economic development. Especially constructed measures used in this research made it possible to define the distance necessary for the Polish economy to catch up. It was extremely useful in the context of the processes of integration in the European Union. Space turned out to be a graceful and inspiring field of research. The introduction of this dimension, especially important from the viewpoint of specific features of services and in particular a direct link between service and consumption, brought penetrating regional diagnosis and disclosed deep spatial discrepancies in the development of services. It was also an opportunity of academic integration with many teams from other universities as the Institute was in charge of coordinating the second level of research in this sphere in 1982-1990. The end of the 1980's necessitated new diagnosis and evaluations. Market orientation in the economy showed to a large degree delays in the development of services. It turned out that traditional marketing literature had little to offer to the sector of services although the general procedure of formulating marketing strategy could be the same. Research had to look deeper into the subject of exchange. Services faced by challenges of marketing orientation, changed fundamentally both subjective and objective localization. They also

realized that there are several barriers blocking the adaptation of marketing knowledge in the sphere of services. The staff of the Department of Service Processes Research undertook in 1989-1994 diversified research on the functioning of the services sphere in the context of new conditions. It was research undertaken within the so-called 'Resort Programme of Fundamental Research' (RPBP.III.55) referring to social, economic, organizational and technical conditions of economic activities on the small and medium scale; research dealing with the sector of services in the new Polish economic system (sponsored by the Ministry of Education, MEN) and research connected with services in processes of economic activity financed by KBN grants. Their results were included in several publications and also contributed to the development of academic staff.

It is worth noting that the changes of economic system demanded more attention for the non-profit sphere. The staff of the Department of Service Processes Research directed their attention towards this sphere bearing in mind that effective economic growth depends to an increasing degree on the development of science, culture, education and health services, therefore the achievements in the shaping of 'human capital'. The results of their research gave the basis for the evaluation of chances and threats to the development of these fields and also the possibility of adapting marketing know-how in non-profit making organizations.

An interesting and inspiring problem is the quality of services. Methodology based on SERVQUAL disclosed that the quality of services is not a programme and has not got a final point. It brought the team into the new scope of research and started its new chapter which will be examined at the next jubilee.

From the beginnings of its existence, the employees of the Institute cared about the shape of didactics, not trying to create a universal recipe for the content and form of didactic programmes, they undertook however many initiatives in creating a personality of a manager for the beginning of the new century. He/she has to learn how to adapt to the changeable conditions of the environment, The Institute of Marketing took the initiative in integrating the efforts in shaping the marketing environment in Poland. The beginning of 1992 saw the formulation of its attitude agreed by the representatives of departments and institutes of other economic universities.

Today's shape of marketing specialization within the course of management and marketing is to a large degree the result of this work. There were created important textbooks and their titles shown in the list of selected publications, point to the systematic approach to the educational process. In this approach, a significant place is taken by various institutional forms of education. Besides full-time day studies, extra-mural and evening courses; there is also a form of

post-graduate studies which was initiated in the 1970's. Today they deal with using marketing ideas giving a chance of extending the knowledge to many practitioners and teaching them business marketing management.

A significant role in research and didactics has been played by cooperating with foreign centres. It had various forms: formal agreements of cooperation, participating in international conferences, individual visits, joint publications. Our jubilee gives us the opportunity to list these centres of which there are many, among them: University of Perugia, University of Lille, School of Business in Marseille, University of Neuchâtel, University of Bonn, Higher School of Commerce in Leipzig, Richmond University, Glasgow University, University of Odense, University of Limerick, University of Nottingham, University of Victoria (Canada), University in Tampere and many others.

LIST OF SELECTED PUBLICATIONS

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4. Kramer, T., ed. (1971): *Analiza rynku* [*Market Analysis*]. PWE, Warszawa.
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16. Styś, A., Olearnik, J. (1989): *Usługi w rozwoju społeczno-gospodarczym [Services in Socio-Economic Development]*. PWE, Warszawa.
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18. Kałużna-Drewnińska, U. (1990): *Rynki lokalne w Polsce. Funkcjonowanie i typologia [Local Markets in Poland. Functioning and Typology]*. AE, Wrocław. Prace Naukowe AE [Research of the WUE] no. 519, series: Monografie i opracowania [Monographs and Elaborations] no. 87.
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