

**Baltic Sea Region University Network (BSRUN)
University of Warsaw**

**BSRUN Annual Forum
"University Branding and Rankings"**

26 October 2016

University of Warsaw
Senate Hall, Casimir Palace, Krakowskie Przedmieście 26/28

09.00-09.30 Registration and Welcoming Coffee

09.30-09.45 Opening Ceremony

Prof. Anna Giza-Poleszczuk, Vice-Rector for Development,
University of Warsaw

Dr. Kari Hyppönen, President, Baltic Sea Region University Network

09.45-12.00 Plenary Session

Academic Rankings – Where are they Heading?, **Mr. Waldemar Siwiński**, President, Perspektywy Education Foundation; Vice President, IREG Observatory on Academic Ranking and Excellence

University Rankings & International Visibility: Chicken & Egg Case, **Zoya Zaitseva**, Regional Director Eastern Europe & Central Asia, QS Quacquarelli Symonds

Branding the University of Warsaw, **Prof. Alojzy Z. Nowak**, Dean of the Faculty of Management, University of Warsaw

Study and Research in St. Petersburg: Branding the City of Universities, **Prof. Igor Maksimtsev**, First Deputy Chairman, St. Petersburg Council of Rectors and Rector, St. Petersburg State University of Economics (UNECON)

12.00-13.00 Lunch

13.00-15.30

Plenary Session

Turku Hosting Euro-Bioimaging - the Global Gate to the Forefront of Biological and Medical Imaging, **Prof. John Eriksson**, Director, Turku Centre for Biotechnology

A Lithuanian Perspective on University Branding, **Dr. Rimantas Vaitkus**, First Deputy Chancellor of the Government of Lithuania

Between Kant and the Hard Place: Genius Loci and University Branding, **Ksenia Prasolova**, Director of the 5-100 Project Office, Immanuel Kant Baltic Federal University (IKBFU), Kaliningrad

How to Support the University by Creating a Lucrative Campus Brand, **Dr. Olli Niemi, Docent**, Research and Development, University Properties of Finland Ltd

University of Warsaw Campus, **Prof. Anna Giza-Poleszczuk**, Vice-Rector for Development, University of Warsaw

15.30-16.45

Panel Discussion

Chairman: **Dmitry Vasilenko**, St. Petersburg State University of Economics

Representatives of Estonian University of Life Sciences, Gdansk University of Technology, Kaunas University of Technology, Peter the Great Saint Petersburg Polytechnic University, Riga Technical University

16.45-17.00

Concluding remarks