



Research / Diploma areas in the academic year 2021/2022

Department of Marketing

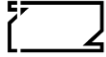
Nr.	The area	Name of the lecturer
1.	<ol style="list-style-type: none">1. Information sources in purchase processes.2. Risk in purchase process.3. The perception of particular forms, actions or content of marketing communication and its influence on consumer behavior.4. Consumers' attitudes towards marketing and marketing communication activities.5. Consumers' attitudes towards consumption, products, channels and places of purchase.6. Consumer behavior on particular market; research on phenomena typical of particular market or product category.7. Segmentation of customers on particular market.	dr hab. inż. Marcin Gašior, prof. uczelni

Department of Enterprise Organization

Nr.	The area	Name of the lecturer
1.	<ol style="list-style-type: none">1. Outsourcing / IT outsourcing in the enterprise2. Project management methods as an effective management tool3. Implementation / improvement of applications supporting project management in the enterprise	dr hab. inż. Jolanta Słonec, prof. uczelni

Department of Strategy and Business Design

Nr.	The area	Name of the lecturer
1.	<ol style="list-style-type: none">1. Marketing and marketing communication;	dr Magdalena



	<ol style="list-style-type: none">2. Tools of marketing influence of firms;3. Behaviors of market actors; determinants of market activity;4. Customer relationship management;5. Customer in firm's marketing activity;6. Corporate social responsibility / sustainable marketing.	Maciaszczyk
2.	<ol style="list-style-type: none">1. Trust, commitment, organizational stress, organizational climate, safety climate, communication in the organization - on the example of selected organizations during the Covid-19 pandemic.2. Remote work, hybrid work and mental workload, fatigue, occupational burnout, employee health during the Covid-19 pandemic - on selected examples.3. Career planning, career development during the Covid-19 pandemic - on selected examples.	dr Krystyna Wojciechowska