

LIST OF TOPICS OF THE DOCTORAL SEMINARS AT THE DOCTORAL SCHOOL OF SOCIAL SCIENCES OF THE UNIVERSITY OF LODZ

IN THE ACADEMIC YEAR 2023/2024

ORGANIZATIONAL UNIT - FACULTY, DEPARTMENT	SUPERVISOR (name and surname, academic title and email address)	ORCID	SCIENTIFIC DISCIPLINE	Title and description of the doctoral seminar (max. 450 characters)
Faculty of International and Political Studies Department of International Marketing and Retailing	dr hab. Małgorzata Karpińska-Krakowiak malgorzata.karpinska@unUodz.pl	0000-0003-4730-5568	Management and quality studies	The seminar will cover a variety of topics, including advertising and its effectiveness, advertising tools and techniques, digital media and traditional media, persuasion in advertising, consumer behavior in computer-mediated communication, human-computer-interactions etc. Students will learn how to run various types of research (including experiments and online studies) and how to analyze large datasets. They will learn how to prepare good papers and publish them in good international journals.
Faculty of International and Political Studies, Department of International Marketing and Retailing	Paweł Bryła, Assoc. Prof. (dr hab., prof. UŁ) pawel.bryla@uni.lodz.pl	0000-0003-1535-5659	Management and quality studies	Marketing and consumer behaviour: marketing of food products, consumer behaviour on a selected market, country-of-origin effect, international marketing, consumer ethnocentrism, social marketing (e.g. promoting a healthy diet, environment protection, reduction of risky and socially undesirable behaviours), market of regional products, market of organic products, university marketing, international student mobility.
Faculty of Management Department of Management	dr hab. Przemysław Kabalski, prof. UŁ przemyslaw.kabalski@uni.lodz.pl	0000-0002-9035-8609	Management and quality studies	Sociological and psychological determinants of accounting process with the use of theories and methods from psychology, sociology and related sciences (both quantitative and qualitative data can be used).
Faculty of Management Department of Accounting	PhD Ewa Śniezek, Associated Professor at the University of Łódź ewa.sniezek@uni.lodz.pl	0000-0003-0623-576X	Management and quality sciences	<b>Accounting and reporting in the 21st century - problems, dilemmas, challenges.</b> As accounting is changing with the evolution of society and the development of economic reality, and its methods and solutions reflect the new economic and informational needs of the socio-economic environment, the subject of the seminar is to critically analyse the concept, regulation and practice of presenting financial and non-financial information in business. reports and to develop a new approach to modelling the elements of these reports.
Faculty of Management Department of Corporate Finance Management	dr hab. Jakub Marszałek, prof. UŁ jakub.marszalek@uni.lodz.pl	0000-0001-5687-7272	Management and Quality Sciences	Financial management - practical and strategic aspects, non-financial conditions.  The subject of the seminar is focused on the problems of financial management strategies. The work carried out may relate to the issue of the effective use of financial instruments, both by enterprises and investors. The analysis perspective will focus on the problems of management, decision optimization, strategy development and implementation. Much attention can be paid to the problems of financing - the selection of capital sources and their application. The result of the work during the seminar is the preparation of a concept facilitating the making of an investment decision and a multidimensional assessment of the enterprise and its environment. Therefore, the seminar has a practical dimension. A separate research thread is the financial aspects of innovative activities. The high risk associated with this activity requires the use of unconventional methods of financing. Research in this area is focused on the strategic goals of innovation, analyzed in the context of financial constraints. The third area of research is the non-financial aspects of investment activities. Particular attention is focused here on issues in the field of behavioral finance, investment psychology and neuro-finance.
Faculty of Management, Department of City and Regional Management	Wawrzyniec Rudolf, associate professor, wawrzyniec.rudolf@uni.lodz.pl	0000-0003-0729-7823	Management and Quality Sciences	1. MANAGEMENT AND PUBLIC POLICY IN THE CULTURAL AND ARTS SECTOR - creating local public policy and managing cultural institutions in a period of dynamic changes and uncertainty 2. TERRITORIAL MARKETING - cities, regions and countries building their competitive position (place branding, communication in SM, networks, joint building of city value). Attracting tourists, investors, students to the place as a joint action of local government and stakeholders
Faculty of Management, Department of Marketing	dr hab. Anna Laszkiewicz anna.laszkiewicz@uni.lodz.pl	0000-0001-6202-6239	Management and Quality Sciences	Marketing and branding strategies in digital environment. eCommerce, Digital Marketing and Influencer Marketing.

<b>Faculty of Mangement, Department of Logistics</b>	<b>T. Bartosz Kalinowski PhD, DSc;</b> tbkalinowski@uni.lodz.pl	<b>0000-0001-6713-9574</b>	<b>Management and Quality Sciences</b>	Processes and supply chain management, continuous improvement, sustainability. The seminar will cover: 1. Business process management - BPM, Business process orientation - BPO) 2. Business process maturity, Business process maturity models 3. Project management 4. Continuous improvement of processes and organisations. Methods and techniques of continuous improvement 5. Supply chain management 6. Sustainable development 7. Responsible research and innovation – RRI
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