

## PROFILE OF THESIS SUPERVISOR

**dr hab. prof. US Alberto Lozano Platonoff**  
**Chair of organization and management**

### **Research interests:**

Leadership  
Strategic management  
Decisions taking  
Controlling  
Business model  
Emotional intelligence  
Motivation / employee empowerment  
Methods of management  
Lean  
Project Management

### **Thematic areas of the diploma seminars / sample topics of master's theses**

- Leveraging the effectiveness of Benchmarking by using Balanced Scorecard in private and public schools
- Effect of Manager 's emotional intelligence and leadership styles in enhancing employees' motivation and efficiency in work place
- Motivating employees in the City hall
- Public finance management in polish football clubs
- CEO leadership styles and employee motivation in public companies
- Company strategy on the example of ESCORT Ltd.
- Negotiations in public business

Alberto Lozano is a professor at the Faculty of Economics, Finance and Management at the University of Szczecin. He conducts research and classes mainly in the area of Strategic Management. Since 2006, he has been teaching MBA studies at the Kozminski University in Warsaw and at the Pomeranian Medical University.

Alberto is the author or co-author of 12 research projects in the field of business efficiency, innovation, competitiveness and cooperation. From 120 to 685 entrepreneurs participated in each research project.

Professor Lozano is a co-founder and president of the board of the Forum Gryf Foundation: A think-tank organization that brings together many regional leaders (West Pomeranian) in order to achieve



regional development (economic, cultural, social, etc.). He is a member of the PUM University Council and the Economic Council of the President of Szczecin.

Alberto LOZANO PLATONOFF is also the founder and until 2015 the President of Copernicus Sp. z o.o., a Polish, innovative company specializing in the design and production of drug injection systems (so-called pen injectors). The sale of the Company's products takes place only in the B2B formula, and its customers are pharmaceutical companies that buy the Company's products in order to enable patients to administer the drug subcutaneously in a safe and convenient way. The company has several dozen national and foreign patents that meet the expectations of world leaders in the pharmaceutical industry. In 2020, the Nemera concern ([www.nemera.net](http://www.nemera.net)) bought Copernicus and Alberto was the President of Nemera Szczecin sp. z o.o until 2023. Now a days Alberto is a Business Angle supporting the growth and development of regional companies.