

PROFILE OF THESIS SUPERVISOR

Dr Sandra Misiak-Kwit
Department of Marketing

Research interests: Marketing; Consumer Behaviour; Communication; Human Resources Management; Human Capital Management; Entrepreneurship; Negotiations and conflict; Stress, diversity, time, knowledge and competence management; Social capital and trust; Business ethics and CSR; Corporate image (also Employer Branding)

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

Sample topics:

1. Transport and Renewable Energy in Smart Cities
2. Managing communication with the citizens of Stargard on the example of the City Hall
3. Public education and its benefits in China and Poland - A comparative analysis
4. Incentive scheme for employees on the example of a public kindergarten
5. The proces of organising the mass events in city of Szczecin
6. Evaluation of health care management on the example of Polish-German cross-border cooperation in the medical emergency service
7. Administrative, psychological, and economic effects of COVID-19 pandemic based on the example of the foreigners working in Tri-City
8. Supporting Environmental Responsibility Through Public Education: A Study of Poland

Thematic areas:

1. Marketing (strategies, communication, client, customer behaviour, market research)
2. Human Resources Management (recruitment, selection, motivation, assessment, development, flexibility, teamwork, corporate culture)
3. Entrepreneurship (entrepreneurial behaviour in organisation, entrepreneurship as a process and as an attitude, self-employment, start-up)
4. Innovativeness (determinants, processes, strategies)
5. Human Capital Management (also demography, labour market, migration)
6. Business ethics and Corporate Social Responsibility