



UNIVERSITY OF SZCZECIN

Faculty of Economics, Finance and Management

Institute of Economics and Finance

SYLWETKA PROMOTORA (PROFILE OF THE SUPERVISOR)



Prof. dr hab. Iga Rudawska

Department of Economics

Short description of scientific interests, professional activities:

Scientific interests:

- ✓ Market and marketing research
- ✓ Strategic analysis
- ✓ Consumer and business in services markets
- ✓ Building market relations, including online
- ✓ Market communication, including new media
- ✓ Consumer behaviour - trend analysis
- ✓ Business and consumer in the network
- ✓ Economics of services, including health care

Professional activities:

- ✓ Numerous speeches at international conferences e.g. International Atlantic Economic Society (Miami, 2019), EMRBI (Thessaloniki, 2019), KES (Verona, 2020)
- ✓ Author of over 250 scientific publications
- ✓ West Pomeranian Nobel Prize in Economics (2016)
- ✓ Find out more at: www.us.szc.pl/rudawska
<https://www.linkedin.com>
https://www.researchgate.net/profile/Iga_Rudawska3