SUPERVISOR PROFILE

dr Tomasz Zdziebko
Department of Information Technology in Management

Research interests: e-commerce, e-marketing, recommender systems, machine learning, artificial intelligence, project management, business intelligence

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

1. The use of web analytics tools to measure the effectiveness and efficiency of selected website objectives.
2. Application of selected e-marketing tools to achieve the objectives of the company's marketing strategy.
3. Comparison of functionalities of e-commerce platforms.
4. Methods and techniques used in product/service recommendation systems.
5. Methods and techniques of machine learning.
6. Methods and techniques of artificial intelligence based on generative models.
7. Designing the company's business analytics strategy.
8. Application of business intelligence tools to conduct business analytics in a company.
9. Agile IT project management.