

**Name and surname: Kamil Nowak**

**Academic title:** PhD Student

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| **Education** | 2024: PhD Student in Economics, Poznań University of Economics and Business  2023: Master in Economics, Poznań University of Economics and Business |
| **Function at PUEB** | 1. Member of the Committee on its own Scholarship Fund for Doctoral Students and Young Researchers 2. Member of the Rectoral Committee for University Promotion 3. Member of the Disciplinary Committee |
| **Publications and Grands** | 1. Nowak, K. (2024). Practical application of influencer marketing in selected business areas. HUMANITAS Management, vol. 25, no. 2, pp. 127-137. DOI: 10.5604/01.3001.0054.6948 2. Nowak, K. (2024). New trends in organizational leadership – the impact of leaders on organizational culture and innovation. HUMANITAS Management, vol. 25, no. 1, pp. 135-148. DOI: 10.5604/01.3001.0054.5104 3. 2022-2024 Co-researcher of EU project “The labor market as a consequence of teleworking, challenges for full integration”, with financial support from the European Union, call: Improving expertise in the field of industrial relations (SOCPL-2021-IND-REL), no: 101052317, SOCPL-2021-IND-REL |
| **Research topics** | Business strategies, startups and startup support ecosystems, entrepreneurship attitude research, industrial policy, business innovation, digital transformation, innovation management, marketing and branding. |
| **Languages** | English B2 |
| **Linki** | https://orcid.org/0009-0001-0528-4036 |
| **Hobbies** | Music |
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Kamil Nowak, a PhD student at Poznań University of Economics and Business, conducts research on the legal and economic conditions for startup development in Poland. Research interests focus on the strategic analysis of business entities in the areas of innovation and marketing, as well as their impact on human capital.