

studia stacjonarne II stopnia, kierunek: Innovation Management

Katedra	Instytut	imię i nazwisko promotora	maksymalna liczba osób, które dany promotor może przyjąć na seminarium na tym kierunku studiów	temat seminarium - maksymalnie 300 znaków (ze spacjami)	zasady przyjęć
Katedra Handlu i Marketingu	Instytut Marketingu	dr hab. Barbara Borusiak, prof. UEP	2	Sustainable consumption	E-mail or personal contact with the supervisor in order to obtain permission to enroll for the seminar
Katedra Zarządzania Strategicznego	Instytut Zarządzania	dr Maciej Brzozowski	6	Managing strategies and innovative projects	E-mail or personal contact with the supervisor in order to obtain permission to enroll for the seminar
Katedra Badań Rynku i Usług	Instytut Marketingu	dr hab. Monika Dobska, prof. UEP	3	Management of service enterprises, the importance of contact personnel. Quality management systems. Relationship marketing in service enterprises.	Email or personal contact with the promoter to obtain consent to register for the seminar. Email address: monika.dobska@ue.poznan.pl; tel. 501 23 26 23
Department of International Competitiveness	Institute of International Business and Economics	prof. dr hab. Aleksandra Gawet	5	International entrepreneurship; entrepreneurial ecosystem; start-up process; digitalization in entrepreneurship; female entrepreneurship; migrant entrepreneurship	Contact the supervisor by email or in person for permission to enroll in the seminar
Department of International Management	Institute of International Business and Economics	dr hab. Alicja Hadryś, prof. UEP	5	Human resources management in an international environment: human capital, leadership, diversity, inclusiveness, AI and human resources, women in management teams, female leadership, HR and sustainable development	Contact the supervisor by email or in person for permission to enroll in the seminar
Department of Macroeconomics and Development Studies	Institute of Economics	dr hab. Baha Kalinowska-Sufinowicz, prof. UEP	5	Macroeconomics and the labour market in the perspective of economic discrimination, social inequality, gender, and youth	E-mail or personal contact with the supervisor in order to obtain permission to enroll for the seminar
Department of Investment and Real Estate	Institute of Management	dr Maciej Koszel	8	Smart cities. Sustainable development of cities. Public spaces	E-mail or personal contact with the supervisor in order to obtain permission to enroll for the seminar
Katedra Handlu i Marketingu	Instytut Marketingu	dr Marcin Lewicki	10	Consumer behavior; E-commerce; Digital marketing	cover letter sent by email: marcin.lewicki@ue.poznan.pl

Katedra Handlu i Marketingu	Instytut Marketingu	dr hab. Robert Romanowski, prof. UEP	3	<p>Innovation Management (Zarządzanie innowacjami)</p> <p>Launching a new product onto the market (Wprowadzanie nowego produktu na rynek). Sales Management (Zarządzanie sprzedażą)</p> <p>Place marketing and place branding (Marketing i branding terytorialny).</p> <p>Relationship Management (Zarządzanie relacjami)</p> <p>Innovations 4.0 (Innowacje 4.0)</p>	E-mail or personal contact with the supervisor in order to obtain permission to enroll for the seminar
Department of International Finance	Institute of International Business and Economics	dr hab. Konrad Sobański, prof. UEP	2	<p>Contemporary Issues in International Finance: [1] Fintech companies, blockchain technology, and cryptocurrencies. [2] Economic consequences of the COVID-19 crisis. [3] International financial and currency markets. International investment. [4] International capital flows, balance of payments, exchange rates. [5] International corporate finance. Corporations in international financial markets</p>	Contact the supervisor by email or in person for permission to enroll in the seminar