

Data of Supervisors of the Doctoral School at WPUT

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Scientific Discipline(s):	Economics and Finance Management and Quality
Research Areas (max. 2000 characters):	<p>Research interests encompass a broad range of topics in business, management, consumer behavior, and digital transformation, with a particular emphasis on innovation, ethics, and decision-making. The conducted analyses address contemporary business challenges such as digital transformation in business process management, the impact of aggressive expansion on corporate crises, and the role of employee engagement in organizational success.</p> <p>A significant research area involves consumer behavior in the context of marketing activities, including issues related to misleading product labeling and the acceptance of innovative products. Additionally, the research focuses on gender diversity in management, examining the influence of female CEOs on corporate financial performance and the role of women in governance structures.</p> <p>Furthermore, studies explore the usefulness of big data in innovation processes, the effectiveness of digital performance indicators, and the impact of artificial intelligence on business management.</p>
Keywords (max. 10):	<p>Marketing Management</p> <p>Digital Transformation in Business and Innovation</p> <p>Consumer Behavior</p> <p>Business Ethics</p> <p>Corporate Governance and Gender Diversity in Management</p> <p>AI in Management</p> <p>Crisis Management</p>