

LIST OF TOPICS OF THE DOCTORAL SEMINARS AT THE DOCTORAL SCHOOL OF SOCIAL SCIENCES OF THE UNIVERSITY OF LODZ IN
THE ACADEMIC YEAR 2024/2025

ORGANIZATIONAL UNIT - FACULTY, DEPARTMENT	SUPERVISOR (name and surname, academic title and email address)	ORCID	SCIENTIFIC DISCIPLINE	Title and description of the doctoral seminar (max. 450 characters)
Faculty of Management, Department of City and Regional Management	Wawrzyniec Rudolf, Associate Professor wawrzyniec.rudolf@uni.lodz.pl	0000-0003-0729-7823	Management and Quality Sciences	Management and marketing in the cultural and arts sector - creating cultural policy and managing cultural institutions (museums, theatres, art centres, libraries) in a period of dynamic changes and uncertainty. International place branding - cities and countries building their competitive position on cultural assets. Taking advantage of the UNESCO label, European Capital of Culture, and other opportunities to force place development and its branding based on certain cultural resources (design, music, film, literature, gastronomy).
Faculty of Management, Department of Marketing	dr Anna Łaskiewicz, PhD, Associate Prof., anna.laskiewicz@uni.lodz.pl	0000-0001-6202-6239	Management and Quality Sciences	The seminar's topics focus on issues of marketing and branding strategies in digital and phygital environments. Participants explore issues in the areas of eCommerce, Digital Marketing, Influencer Marketing and the use of artificial intelligence in marketing, analyzing their impact on consumer behavior and business efficiency. Through the lens of the latest trends and case studies, the seminar offers insights into the effective use of digital tools to build a strong brand and increase online sales.
Faculty of Mangement, of Logistics	Department T. Bartosz Kalinowski PhD, DSc; tbkalinowski@uni.lodz.pl	0000-0001-6713-9574	Management and Quality Sciences	Processes and supply chain management, continuous improvement, sustainability. The seminar will cover: 1. Business process management - BPM, Business process orientation - BPO) 2. Business process maturity, Business process maturity models 3. Project management 4. Continuous improvement of processes and organisations. Methods and techniques of continuous improvement 5. Supply chain management 6. Sustainable development 7. Responsible research and innovation – RRI