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# Authors

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Tekst jest udostępniony do wykorzystania w ramach dozwolonego użytku.

## AUTHORS

**Ola Agbaimoni** - was a Partner in Socialable Ltd. in London, UK, a social media company managing social media engagement for businesses. Ola's background is in project management, regeneration, inward investment and marketing, business development and change management. Ola has over 15 years senior management experience in a large corporate setting leading multidisciplinary teams; running multimillion pound projects, marketing campaigns and strategic planning. Ola is also a certified coach, NLP practitioner and accomplished author, speaker and presenter.

**Alfred Brzozowski** - employee of the Centre of Promotion of the Central Institute for Labour Protection. He studied environmental engineering at the Warsaw University of Technology and commercialization of technology at the University of Łódź. For 14 years he has been dealing with issues associated with marketing of ideas and propagating matters associated with the safety of people in the work environment. Previously, he worked as a scientist dealing with the issues of ventilation and dust pollution. Author or co-author of about a dozen big research projects and the author of articles on the subject.

**Lilach Bullock** - is a business owner, social media consultant, internet mentor and founder of Socialable Ltd. in London, UK. One of the most dynamic personalities in the UK social media market, she actively leverages ethical internet marketing across all the key social media platforms for her own and her clients' advantage. After launching her first business within three years of becoming a mother, her financial success was re-cognised by being a finalist at the Best Mumpreneur of the Year Awards, presented at 10 Downing Street. Following a resulting offer and wishing to spend more time with her daughter, she sold her first business to focus on social media, developing a multi-site blog and internet marketing portfolio. Lilach is consulted by journalists and regularly quoted in newspapers on social media related matters, including The Sunday Times, Prima magazine, BBC Radio 5 Live. A keynote speaker at business and marketing seminars, Lilach teaches social media. Her second book *Influencing with Images* achieved a number one on Amazon within Sales & Marketing.

**Agnieszka Chwiałkowska** - is working towards her Ph.D. diploma in management at the Department of Economics and Management at the Nicolaus Copernicus University in Toruń. She studied at Upper Austria University of Applied Sciences and LAUREA University of Applied Sciences in Finland. In her work, she deals with the issues of social media marketing, CRM, employer branding and intercultural management.

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**Stanisław Dawidziuk** - is a founder and honorific rector of the Warsaw Management Academy, the initiator of the Faculty of Management and Marketing (1995). He has authored a number of publications including *Przedsiębiorczość drogą do sukcesu w biznesie* (1999) and *Przedsiębiorczość biłkiem rozwoju społeczno-gospodarczego* (2011). His professional interests focus on the management of small and medium enterprises and human capital. He is a member of the Golden Lodge of Business Centre Club and serves as an expert on higher education in the Business Centre Club.

**Anna Drapińska** - is assistant professor at the Faculty of Management and Economics at the Gdańsk University of Technology. She specializes in marketing of services with an emphasis on professional services. She has authored several dozen publications on this subject. In 2011 she published her book about relationship management in higher education, „*Zarządzanie relacjami na rynku usług edukacyjnych szkół wyższych*”.

**Michał Grech** - author studied culture sciences and linguistics, works as a lecturer at the Institute of Journalism and Social Communication of the University of Wrocław, editor of „*Communication Design Magazine*”. Specialized in research and planning communication and image of companies and institutions, especially schools and public institutions. Since 2005 he has been working on research concerning the image and communication of higher education institutions.

**Jerzy Keller** - deputy Director of the Institute of Innovative Technologies EMAG . Graduate of the Silesian University of Technology (1979). He completed post-graduate studies at the AGH University of Science and Technology in Kraków (2006) concerning the selection of devices in mining complexes. He gained professional experience over 30 years of work in a number of national companies producing mining machines and devices for recipients from Poland, Russia, China, Australia, Belarus and Ukraine, among others. He knows mining conditions in these countries and the expectations of potential recipients with regard to equipment, automation and improving the safety of mining processes. 3rd degree mining director.

**Jerzy Koszałka** - is an employee of the Faculty of Management and Economics of Gdańsk University of Technology. For 40 years he has been dealing with organization and management of companies. He participated, among others, in apprenticeships at the University of Wales Swansea (1993, 1994) and Durham University Business School (1995), he went on a study trip around centres supporting the development of SME's in the USA (1996). He is the co-author of the Regional Strategy of Innovation for the Pomorskie Voivodeship RISP (2002-2003) and the author of several dozen articles, lectures, manuals and works on the strategy and marketing of companies and innovation. He is a member of the Polish Business and Innovation Centers Association.

**Damian Kuźniewski** - works for the Centre for Knowledge and Entrepreneurship of the Gdańsk University of Technology. For 8 years he has been dealing with the issue of transfer of technology and implementation of innovations. Since 2009 he has been the head of a unit responsible for the transfer of technology and supporting academic entrepreneurship at Gdańsk University of Technology. He has participated in the implementation of about a dozen projects supporting entrepreneurship and academic innovativeness. He is the author of works on the subject of utilization of results of intellectual work and the transfer of technology, he was responsible for the transfer and implementation of a series of technologies generated by the University in companies.

**Artur Miros** - is a graduate of the University of Silesia in Katowice, in 2000 he obtained a Ph.D. title in chemical sciences. He did postdoctoral trainings at the Institute of Electronic Structure and Laser in Greece and at the Max Planck Institute in Germany. Currently he is the director of the Research Department of The Research and Development Centre for Building Insulation Industry in Katowice and the Deputy of the Chairman of the Scientific Council of the Institute. His scientific activity focuses on the area associated with thermal and water insulation of building materials.

**Piotr Moskała** - is an employee of the National Research Institute of Animal Production in Kraków. For 5 years he has been dealing with the issue of propagating scientific research, promotion of science and obtaining both EU and national funds. He is the author of articles concerning the subject of popularizing research, cooperation of science and practice. The author's main interests are issues associated with the commercialization of scientific research and marketing of science.

**Tomasz Nałęcz** - is an employee of Polish Geological Institute. For 20 years he has been dealing with the area of geoinformation, especially with managing data concerning natural environment. He specializes in processing spatial data and building IT systems associated with hydrogeology and environmental protection. He is interested not only in specialist areas, but also in project management and implementing these solutions in scientific institutions. He has completed post-graduate courses in project management organized by Warsaw School of Economics (2006) and Koźmiński University (2012). He holds PRINCE2 and IPMA certificates. He is the author of many articles and lectures on subjects from the area of spatial information systems, hydrogeology and environmental protection. The author's research interests focus on utilizing geoinformation to support management and decision-making processes in hydrogeology and protection of the environment. He has participated in international projects (NATO, UNIDO, EU). He participates actively in the work of a team preparing data specifications for geology and mineral resources within the framework of the INSPIRE directive. He is a member of the Polish Association for Spatial Information.

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**Monika Pietrzyk** - is currently taking part in a scientific apprenticeship at Free University Berlin. Author of articles and lectures on theoretical physics (nonlinear optics), she also has experience in numerical simulations (e.g. solutions of partial differential equations), including parallel programming. She has completed apprenticeships abroad in many scientific centres in Europe (Warsaw University of Technology, IPPT PAN, National Quantum Information Centre of Gdansk, ICTP in Trieste, Jena University, University of Edinburgh, Heriot-Watt University of Edinburgh, University of Kaiserslautern, University of Vigo). Since 2001 she has been cooperating with Poland Germany Consult WINIARSKI in the area of scientific marketing and in particular she is interested in the possibilities of applying CRM systems to facilitate cooperation between science and industry, especially on the Polish market.

**Paweł Radomski** - is an employee of the National Research Institute of Animal Production (IZ PIB) in Kraków. For 6 years he has been dealing with the issue of propagating scientific research, promotion of science, raising funds from the European Union and raising national funds. He is the author of articles concerning the subjects of popularization of research, and cooperation of science with practice. The author's main interests are associated with the commercialization of scientific research and the marketing of science.

**Agnieszka Szczygielska** - employee of the Centre of Promotion of the Central Institute for Labour Protection - National Research Institute. She obtained education in economy, social communication and sociology. For 12 years she has been dealing with the propagation of issues associated with labour safety. She is the author of articles concerning employee attitudes to occupational safety. Author or co-author of projects concerning the improvement of methods of promoting labour safety and forming pro-safety attitudes of employees and employers. Doctoral student at ISP PAN.

**Wioleta Śmiszek-Lindert** - is a graduate of the University of Silesia in Katowice. She successfully defended her doctoral thesis in 2009 receiving a distinction and obtained PhD title in chemical sciences. The author's results, which focus on the area of chemistry and chemical physics, are published in prestigious scientific magazines. Currently, she is working at the Research Department of The Research and Development Centre for Building Insulation Industry in Katowice, dealing with the issues of thermal and water insulation of building materials. She is also a member of the Scientific Council of COBR PIB.

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**Marzena Walasik** - is an employee of the Institute for Sustainable Technologies - National Research Institute in Radom, where she works as Plenipotentiary of the Commercialization Director. She deals with systemic organization of promotional and marketing activities, as well as with operative organization of the technology platform. The author has been an academic lecturer for many years. She achieved a diploma in economic sciences. She also completed post-graduate courses in, among others, accounting and audit and took part in an MBA course. The author is interested predominantly in the issues associated with transfer of knowledge and commercialization of scientific research results in economic practice.

**Jan Walczak** - graduate of the Faculty of Political Sciences (specialized in political marketing) and Polish philology (specialized in journalism) of the University of Zielona Góra. He completed a post-graduate course on communicating and creating public image (University of Wrocław). Promotion and publication specialist at the Lower Silesian University of Entrepreneurship and Technology. He used to work as a journalist for the newspaper „Gazeta Lubuska”, and dealt with the subject of local administration. He is the author of press articles concerning Polkowice and scientific articles concerning contemporary Polish-Czech relations. The author of a chapter in the monograph titled „*Polkowice - historia współczesna 1945-2010*” edited by J. Tyszkiewicz (2012).

**Piotr Winiarski** - is a co-owner of POLAND BUSINESS CENTER BERLIN. As a family company Poland Germany Consult WINIARSKI has been supporting Polish companies in the search for contacts in Germany and other countries for 14 years. Studying at universities in Western Berlin he gained education allowing him to work as a sales engineer. Earlier he graduated from the Faculty of Mechanical and Power Engineering of the Wrocław University of Technology and the Faculty of Industry Organization and Management of the Gdańsk University of Technology. The interests of the author focus on issues associated with SME's and tools supporting sales, exports, such as CRM. For 2 years he has been interested in the possibilities of intensifying cooperation between science and industry using his experiences in work with SMEs. He is vice-chairman of the Association of Polish Engineers in Germany. In 2011 he was awarded the silver honorary badge of the Polish Federation of Engineering Associations - NOT.

**Piotr Wojtas** - director of the Institute of Innovative Technologies EMAG. Graduate of the radio technology faculty of the Odessa National Polytechnic University. He obtained his PhD title at the Faculty of Mining and Geology of the Silesian University of Technology. He has 30 years of experience in research and scientific work (specializing in the area of mining communication technologies). He has obtained the title of 2nd degree general mining director. He is a member of the Mining Committee of the Polish Aca-

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demy of Sciences. Editor-in-chief of „MiAG” magazine. Awarded two orders: Srebrny Krzyż Zasługi (2000) and Złoty Krzyż Zasługi (2005) by the president of the Republic of Poland. In 2008 he was awarded the Knight’s Cross of the Order of Creativity by the Supreme Distinction Committee of the Kingdom of Belgium.

**Katarzyna Wrona** - M.Sc., engineer, graduate of SGGW (Warsaw University of Life Sciences). Since 2001 she has worked in the creative team of the marketing department of the Institute of Aviation. She deals with graphic design and creating websites. She is also responsible for multi-media presentations, informational and promotional materials of the Institute of Aviation. She has developed and edited documentaries about the history of aviation. She completed a course in multi-media techniques and computer graphics at the Independent University of Business, Administration and Computer Science in Warsaw.