

Candidate supervisor's information summary form

Name and surname, degree, title: Hanna Górską-Warsewicz, Ph.D, Associate Professor (dr hab., prof SGGW)	
Academic discipline /disciplines	Management and Quality Sciences
Professional development (degrees and titles) in chronological order	<ul style="list-style-type: none"> • Habilitated Doctor of Economic Sciences in the field of Management Sciences, April 25, 2012 – Warsaw University, Faculty of Management. • Doctor of Agricultural Sciences in the field of Food Technology and Nutrition, April 22, 1999 – Warsaw University of Life Sciences, Faculty of Human Nutrition and Consumer Sciences. • Master's Degree in Management, specialization: Financial Management, July 17, 1997 – Warsaw University, Faculty of Management. • Master of Science in Human Nutrition, specialization: Economics of Nutrition (Food Economy) , June 6, 1994 – Faculty of Human Nutrition and Home Economics, Warsaw University of Life Sciences.
Most important publications/ patents in the last 3 years (maximum 10)	<ol style="list-style-type: none"> 1. Górską-Warsewicz H., <i>Trust and Brand Management. The Role of Brand Heritage</i>. Taylor and Francis 2025. 2. Górską-Warsewicz H., <i>Reputacja i kapitał marek korporacyjnych. Ujęcie dynamiczne i wieloaspektowe</i>, Wyd. PWN, Warszawa 2024. 3. Górską-Warsewicz H., <i>Luxury brand equity and its role in luxury marketing and branding</i>, Scientific Papers of SUT. Organization and Management Series 2024, 211, 111-130. 4. Górską-Warsewicz H., <i>Relationship between entrepreneurial orientation, innovative co-branding partnership, and business performance</i>, Journal of Entrepreneurship, Management and Innovation 2024, 20 (2), 139-159. 5. Górską-Warsewicz H., Zlateva D., Dębski M., Kwiatkowski B., <i>The trust-based marketing communication, national brand equity and economy – the case of Poland and Bulgaria</i> (in:) Paliszkievicz J., Gołuchowski J., Zdanowicz-Cyganiak, Ch. Kuachin (eds.), <i>Trust, Media and the Economy – Mutual Relations</i>, Routledge, Taylor & Francis 2025, 191-201. 6. Górską-Warsewicz H., Dębski M., Fabuš M., Kováč M., <i>Smart hotels in the perception of Polish and Slovak young people</i> (in:) Paliszkievicz J., Chen K., Mendel M., <i>Trust in Social and Business Relations Theory and Practice</i>, Routledge, Taylor & Francis 2025, 166-177. 7. Górską-Warsewicz H., Krawczyk A., Dębski M., <i>Trust-based communication of the most valuable corporate brands</i> (in:) Paliszkievicz J., Guerrero Cusumano J. L. (eds), <i>Communication, Leadership and Trust in Organizations</i>, Routledge, Taylor and Francis 2024, 22-33.
Experience in work with doctoral students (defended doctoral dissertations, initiated doctoral procedures) in chronological order	<ul style="list-style-type: none"> • Dagmara Stangierska: <i>Identity and Image of Enterprises in the Gastronomy Services Market</i>, defended on March 23, 2016, Faculty of Management, Warsaw University, Field: Economic Sciences, Discipline: Management Sciences • Olena Kulykovets: <i>Product Placement as a Marketing Communication Tool in the Food Sector</i>, defended on November 25, 2022, Faculty of Management, Warsaw University, Field: Social Sciences, Discipline: Management and Quality Sciences

	<ul style="list-style-type: none"> • Maksymilian Czeczotko: <i>Consumer Behavior Towards Private Label Brands in Food Products in Selected European Countries</i>, defended on October 18, 2022, Institute of Human Nutrition Sciences, Warsaw University of Life Sciences, Field: Agricultural Sciences, Discipline: Food Technology and Nutrition • Grzegorz Ganczewski: <i>Life Cycle Approach as a Sustainability Framework for Organizational Product Management</i> (Doctorate in English, distinguished), defended on September 30, 2024, Kozminski University, Field: Social Sciences, Discipline: Management and Quality Sciences • Bartosz Kwiatkowski: <i>Conditions for the Development of Sustainable Product Innovations – A Perspective of Entrepreneurs and Consumers</i>, September, 2025, Field: Social Sciences, Discipline: Management and Quality Sciences
Achievements in the area of projects/grants (in the last 5 years)	<ul style="list-style-type: none"> • ESTour: Introducing Epidemic Safe Tourism (Post-COVID Recovery) to Strengthen SMEs in the Hospitality Sector Project number: 2021-1-PL01-KA220-VET-8A3FF3D9, Project duration: 01.01.2022 – 01.07.2024. • ESTET: Embedding Sustainability Skills in Tourism Education and Training, Project number: 2020-1-PL01-KA202-081845, Project duration: 01.10.2020 – 31.12.2022. • Practical Studies and Modern Management – Integrated University Development Program Project number: POWR.03.05.00-00-Z027/18, Project duration: 2020/2021, and 2021/2022. • Marketing Communication of the Most Valuable Brands Project executed by the Social Academy of Sciences in collaboration with Amsterdam University of Applied Sciences (Amsterdam School of International Business), Project duration: 2022. • Marketing, Promotion, and Market Analysis: Research on the Market Value of Organic Products in Poland, with a Breakdown of Value for Production Sector, project funded by the budget of the Minister of Agriculture and Rural Development, duration: 04-12.2023.
Subject area of the research project for which the candidate student is being recruited	<ul style="list-style-type: none"> • Marketing strategy management in enterprises under conditions of market uncertainty • Corporate image management as an element of market strategy • The role of social media in organizational image management • Brand identity management in a dynamic market environment • Marketing strategy management and the shaping of brand identity and image • The role of marketing communication strategy in building organizational identity • Integrated marketing communications as a tool for image management • Strategic brand management in the context of long-term enterprise value • The importance of brand authenticity in building long-term customer relationships
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