

**Candidate supervisor's information summary form**  
maximum 2 pages – it should be a summary of most important achievements

Name and surname, degree, title: Hanna Górska-Warsewicz, Assoc. Prof., Ph.D.	
Scientific disciplines	discipline/ Management and quality sciences
Professional development (degrees and titles) in chronological order	<p>2012 - doctor habilitated (post-doctoral degree) of economic sciences in the field of management sciences, University of Warsaw</p> <p>1999 - doctor of agricultural sciences in food and nutrition technology, Warsaw University of Life Sciences</p> <p>1997 - master's degree in management, specialization: financial management, Faculty of Management, University of Warsaw</p> <p>1994 - master's degree in food technology, specialization: economics of nutrition (food economy), Faculty of Human Nutrition, Warsaw University of Life Sciences.</p>
Most important publications/ patents in the last 3 years (maximum 10)	<ol style="list-style-type: none"> <li>1. Górska-Warsewicz H. (2024), Reputation and equity of corporate brands (in Polish), PWN Ed., Warsaw</li> <li>2. Górska-Warsewicz H., Czeczotko M., (eds) (2019), Entrepreneurship in science and practice: management, finance, market, SGGW Ed., Warsaw</li> <li>3. Górska-Warsewicz H., Krawczyk A., Dębski M. (2024), Trust-based communication of the most valuable corporate brands, (in:) Paliszkiewicz J., Guerrero C., Jose L., Communication, Leadership and Trust in Organizations, Routledge Taylor &amp; Francis Group</li> <li>4. Górska-Warsewicz H., Consumer or Patient Determinants of Hospital Brand Equity – A Systematic Literature Review, International Journal of Environmental Research and Public Health 2022, 19 (5), 9026</li> <li>5. Czeczotko M., Górska-Warsewicz H., Zaremba R., Health and Non-Health Determinants of Consumer Behavior towards Private Label Products – A Systematic Literature Review, International Journal of Environmental Research and Public Health 2022, 19 (3), 1768</li> <li>6. Czeczotko M., Górska-Warsewicz H., Laskowski W., Towards Sustainable Private Labels in Autonomous Community during COVID-19 —Analysis of Consumer Behavior and Perception on the Example of Tenerife, Sustainability 2021, 13 (13), 7467</li> <li>7. Górska-Warsewicz H., Dębski M., Fabuš M., Kováč M., Green Brand Equity – Empirical Experience from a Systematic Review, Sustainability 2021, 13 (20), 11130</li> <li>8. Czeczotko M., Górska-Warsewicz H., Laskowski W., Towards Sustainable Private Labels—What is the Consumer Behavior Relating to Private Labels in the UK and Poland? Sustainability 2020, 12 (15), 1-18</li> <li>9. Górska-Warsewicz H., Kulykovets O., Hotel Brand Loyalty—A Systematic Literature Review, Sustainability 2020, 12 (12), 4810, 1-34</li> <li>10. Górska-Warsewicz H., Factors Determining City Brand Equity—A Systematic Literature Review, Sustainability 2020, 12 (19), 1-35</li> </ol>
Experience in work with doctoral students (defended doctoral dissertations, initiated)	<ul style="list-style-type: none"> <li>• Stangierska Dagmara – Identity and image of enterprises in the food service market (in Polish) - economic sciences in the field of management sciences - 2016 (defended), Faculty of Management, University of Warsaw.</li> <li>• Kulykovets Olena – Product placement as a marketing communication tool in the food sector (in Polish) - social sciences in management and quality sciences - 2022 (defended), Faculty of Management, University of Warsaw</li> </ul>

<p>doctoral programmes/procedures) in chronological order</p>	<ul style="list-style-type: none"> <li>• Czeczotko Maksymilian – Consumer behavior toward private labels of retail chains in the category of food products in selected European countries (in Polish) - agricultural sciences in the field of food technology and nutrition - 2022 (defended), Institute of Human Nutrition Sciences, WULS (SGGW)</li> <li>• Ganczewski Maksymilian - Life cycle approach as a sustainability framework for organizational product management (in English) - social sciences in management and quality sciences - Kozminski University (under review)</li> <li>• Bartosz Kwiatkowski - Determinants of development of sustainable product innovations - producer and consumer perspective (in Polish) - social sciences in management and quality sciences, WULS (SGGW) Doctoral School (4th year)</li> </ul>
<p>Project/grants achievements (in the last 10 years)</p>	<ul style="list-style-type: none"> <li>• 2013-2015: BIOPRODUCTS, innovative technologies for the production of health-promoting bakery products and reduced-calorie pasta; Project co-financed by the European Regional Development Fund under the Innovative Economy Operational Program POIG.01.03.01-14-041/12</li> <li>• 2014: AGRI-2013_EVAL-03, Contact notice 2013/S 140-242799, IERiGŻ PIW "Study on mandated origin labeling for milk, milk used as an ingredient in dairy products and unprocessed meat other than beef, pig, poultry sheep and goat meat"</li> <li>• 2017, 2019, 2023: Marketing, promotion and market analysis, analysis of the market for organic production in Poland, including identification of opportunities and barriers to the development of this production sector; Project financed by funds from the Ministry of Agriculture and Rural Development under § 8 (6) of the Regulation of the Minister of Agriculture and Rural Development of July 29, 2015. (Journal of Laws 2015 item 1170). Decision dated 26.05.2017r (reference HOR.re.027.6.2017), decision dated 26.04.2019, decision dated April 19, 2023, DEJ.re.027.5.2023</li> <li>• 2018-2020 (01-31.12.2020): Success by nature - a comprehensive program to improve the quality of the management of the educational process and the quality of teaching at the Warsaw University of Life Sciences POWR.03.05.00-00-Z033/17 under Task 13</li> <li>• 2020/2021, 2019/2020 i 2018/2019: Practical studies and modern management - integrated program of university development. POWR.03.05.00-00-Z027/18 Project implemented with funds from the European Union under the European Social Fund (WSB Warsaw)</li> <li>• 2022: Research task entitled Conducting scientific research in the field of nutrition of children and adolescents and developing and implementing a nutrition education program for students in grades I-VI of elementary school. Acronym: Junior - Edu-Nutrition (JEŻ) under the agreement with the Ministry of Education and Science No. MEiN/2022/DPI?96 dated 7.03.2022, contractor: the Institute of Human Nutrition Sciences of the Warsaw University of Life Sciences (SGGW) and the National Institute of Public Health PZH PIB</li> <li>• 2019: Management of pro-environmental brand equity - project in cooperation with School of Economics and Management in Public Administration in Bratislava</li> <li>• 2022: Marketing communication of the world's most valuable brands - a collaborative project between the Social Academy of Sciences and the Amsterdam University of Applied Sciences (Amsterdam School of International Business)</li> <li>• 2022: Loyalty and trust as part of brand equity - a collaborative project between the Social Academy of Sciences and Amsterdam University of Applied Sciences (Amsterdam School of International Business)</li> </ul>
<p>Topic – research problem – for which the candidate supervisor seeks a doctoral student</p>	<p>Brand management in manufacturing, service, trade enterprises in the context of new product development and crisis situations</p> <p>Brand management in international corporations in the context of new product development and crisis situations</p>
<p><u>Contact details:</u> Institute E-mail address Tel.</p>	<p>Management Institute, Warsaw University of Life Sciences, Building 35, Room 224 hanna_gorska-warsewicz@sggw.edu.pl</p>