

Exchange Week for foreign visiting professors
8 - 12 April 2024
Iscte, Lisbon

Professor Maria Knecht-Tarczewska

University Wroclaw University of Economics and Business

Country Poland

Brief CV

Current position: Assistant Professor in Department of Marketing Management at Wroclaw University of Economics and Business and Head of Accreditation and International Relations Section at this University. Experienced in teaching international students, develop teaching competences in various didactic trainings and workshops, including among others Design Thinking Tools and Facilitation. Attendee of many international accreditation conferences concerning the quality and future of responsible business education. Participant of Erasmus + Programme giving lectures in Canada, Italy and Czech Republic. Graduate of Harvard Business School Online: Sustainable Business Strategy Course. Member of Wroclaw University of Economics and Business International Accreditation Advisory Board. Researcher focused on Marketing and Retail as well as Consumer Behavior, the PhD thesis is concerning the creation and evaluation of the quality of the shopping centers' marketing offer. The author of 20 scientific publications. Enriches didactic and research activities by professional experience in the field of marketing and international relations.

On-going research topic

consumer behaviour, marketing management, shopping centers' management, responsible business education,

Relevant publications

Knecht-Tarczewska M., Consumer behaviour trends caused and accelerated by COVID-19 triggering shopping centres' marketing offer adaptation - an integrative approach, Prace Naukowe UEW, 2022

Knecht-Tarczewska M., Impact of the Covid-19 pandemic on shopping centers' operation and its stakeholder interests, Biblioteka Regionalisty, 2021

Knecht-Tarczewska M., adjustment of the perceived service quality measurement methods in the evaluation of marketing offer of shopping centers, [in:] K. Mazurek-Łopacińska, M. Sobocińska (red.), Market Research in Organization Management, Wydawnictwo Uniwersytetu Ekonomicznego we Wrocławiu, Wrocław 2011

Topic of lecture for the students

Shopping center management in changing environment and consumer behavior trends triggering shopping centers' marketing offer adaptation

Outline of lecture for the students

- 1.Shopping center as a modern retail format
- 2.Cultural differences
- 3.Defining similarities and differences of expectations, preferences and buying behaviour of shopping centers' clients in analyzed countries
- 4.Case study of succesful grand opening of the shopping center wining ICSC Golden Solal Marketing Award
- 5.Consumer behaviour trends caused and acelarated by COVID-19 pandemic
- 6.Shopping center marketing offer adaptation