



Scientific CV

Name: **Marta Zembik**

Scientific Degree and Title: M.Sc.

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1. Topic of scientific interests:

Web 2.0

Social media marketing strategy development and implementation

Virtual communities

Information management in the Web 2.0

Marketing research on the Internet

2. Teaching experience (subjects taught):

Marketing

Social media marketing

E-marketing

Marketing research

Media relationship management

Spreadsheet use

3. Positions held:

1. **Institute of Business Information Systems – PhD student**, University of Economics in Katowice