



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
