

NEW MEMBERS OF EDITORIAL BOARD



Grazyna Rembielak-Vitchev

University of Salford,
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Dr. Grazyna Rembielak-Vitchev is Senior Lecturer in Marketing, Director of School and College Liaison, Widening Participation Champion, Salford Business School BA(Hons) BSc(Hons) MA MSc PhD.

Qualifications:

25.05.2004 PhD in Marketing, Department of Agricultural Economics, Warsaw Agricultural University.

13.02.2002 MSc in Marketing and Management – Specialisation in Company Management, Wroclaw Technical University.

18.03.2002 Postgraduate Diploma in European Union Law and Economy, Wroclaw University.

06.07.2000 BEng (Hons) Company Management and Marketing, Wroclaw Technical University.

07.07.1998 MA in English Philology, Department of Philology, Institute of English Philology, Wroclaw University.

Present appointment:

The University of Salford, Salford Business School:

01.01.2007 – present Full time Senior Lecturer in Marketing

Preparation and delivery of teaching:

MSc Management: Consumption, Markets and Culture,

BSc (Hons) Business and Management: International Business,

BSc (Hons) Business Management

International Conversion: Marketing

MSc Marketing (Full Time): Consumer Behaviour,

MSc Marketing Management (Part Time): Consumer Behaviour,

Foundation Degree in Business Management: Consumer Behaviour, Marketing Communication.

Higher National Diploma in Business and Management, and Business and Finance: Consumer Behaviour.

Masters Dissertation supervision.
 PhD supervision.
 Personal tutor to 60 students.
 Liaising internationally with European institutions in terms of teaching and research.

01.09.2009 – present

Director of School and College Liaison

01.09.2009 – present

Widening Participation Champion

Previous appointments:

Teaching Positions

01.09.2006 – 31.12.2006 Full time Lecturer in Marketing in the University of Salford, Greater Manchester, United Kingdom

Preparation and delivery of teaching:

MSc Marketing (Full Time): Consumer Behaviour,

MSc Marketing Management (Part Time): Consumer Behaviour,

BSc (Hons) Business and Management: International Business,

Foundation Degree in Business Management: Consumer Behaviour, Marketing Communication.

Higher National Diploma in Business and Management, and Business and Finance: Consumer Behaviour.

Personal tutor

Masters Dissertation supervision.

Liaising internationally with European institutions in terms of teaching and research.

15.11.2005 - 31.08.2006 Associate lecturer in Marketing in Manchester Metropolitan University, United Kingdom. (Competitive Marketing Strategies, Marketing Organisation, Consumer

Research, Developing Consumer Marketing, Principles of Marketing, Social Marketing – undergraduate level)

01.03.1999 - 31.08.2006 Full time senior lecturer (adjunct) in Marketing and full time lecturer in English Language in the University of Management, Czestochowa, Poland. (Marketing, Marketing Strategies, Social Marketing, Consumer Behaviour, Research Methods, Business English – undergraduate and postgraduate level, Masters Dissertations supervision, liaising internationally with European institutions in terms of teaching and research).

31.10.2002 - 28.02.2003 Full time lecturer in English Language – General and Business, University of Tourism, Czestochowa, Poland.

02.04.2001 - 31.05.2001 Lecturer in Business English in the SAS School of Foreign Languages, Czestochowa, Poland.

18.10.2000 - 31.03.2001 Lecturer in Business English in the OJO School of English, Czestochowa, Poland.

01.10.1997 – 30.06.1999 Teacher of English at the British American School of English, Czestochowa, Poland.

01.10.1993 – 30.06.1994 Teacher of English at Bilingua Language School, Czestochowa, Poland.

Industrial Positions

03.03.2006 – 31.08.2006 Marketing Consultant in a2e Venture Catalysts Limited (“a2e”) in Manchester. Research for introduction of a new product in Poland and Italy.

01.10.2003 – 31.03.2004 Industrial Marketing Specialist at Jawoplast Ceramics Production Company, Czestochowa, Poland – introducing Polish products to Italian markets.

01.04.2003 – 30.09.2003 Services
Marketing Consultant at Anta Production-
Service Company, Czestochowa, Poland.

04.08.1999 – 30.09.1999 European
Studies Exchange within the framework of
the TEMPUS Programme – “Euspen
Project” no. AC-JEP-13490-98, Department
of Economics, Perugia University, Italy.

Managerial Positions

16.04.2007 – 30.08.2009 APL/APEL
Coordinator in Salford Business School

11.12.2006 – 30.08.2009 Director of
Admissions in Salford Business School – for
undergraduate and postgraduate national and
international students.

Membership

Managerial

11.12.2006 – 01.10.2007 Member of the
Salford Business School Executive.

Research

07.12.2006 – present
Member of the Management & Management
Sciences Research Institute in the University
of Salford

07.12.2006 – present Member of the
Centre for Research in Marketing in Salford
Business School.

Enterprise

10.12.2007 – present Member of the
Academic Enterprise for Salford Business
School

10.12.2007 – present *A s s o c i a t e*
Member of the Centre for Enterprise and
Innovation Research of the Management &
Management Sciences Research Institute in
the University of Salford

Profile:

Internationally/Nationally known in the
area of Relationship Marketing in the Not-
for Profit Sector

20.12.2011 – present *V i s i t i n g*
Lecturer in Marketing in the University of
Zilina, Slovak Republic

06.12.2011 – present Member of a
Scientific Committee of Human Resources
Management and Ergonomics Journal

06.12.2011 – present Member of a
Scientific Committee of Conference on
Human Potential Management in a Company
- 2013

10.10.2011 – present *V i s i t i n g*
Lecturer in Marketing in the Czestochowa
University of Technology in Czestochowa,
Poland

23.04. 2010 – present
Reviewer for the Journal of Marketing for
Higher Education

23.04. 2010 - present Reviewer for
the Journal of Marketing Management
(ranked 3 stars according to ABS)

17. 01. 2010 - present Reviewer for
European Journal of Marketing (ranked 3
stars according to ABS)

01.04.2009 - present Member of the
Academy of Marketing

11.12.2007 – present *V i s i t i n g*
Lecturer in Marketing in the University of
Life Sciences in Warsaw, Poland.

26.11.2007 – present
External expert for the Polish Ministry of
Science and Higher Education Programme –
Poland 2020 to participate in the Foresight
Project, which was activated in Poland to
create a plan for the country’s development.

09.09.2008 - present Member of the
British Academy of Management

Research and enterprise

The areas of research activities: Marketing (Services Marketing – in particular in the Higher Education service, quality systems in Higher Education, Consumer Behaviour, in particular: consumer motivations and satisfaction; Marketing in dairy industry; Fashion Marketing, Experiential Marketing, Experience Economy, Service Dominant Logic), Management, Internationalisation and Globalisation, Sustainable development in regions, and Enterprise.

Taking part in internal and external (national and international) research bids

Heavily involved in enterprise, collaborating with industry for many years, acting as an expert and advisor in the field of Marketing.

Conferences

Participated in a number of international conferences in Poland, Italy, Czech, and the UK in the field of Marketing, Agriculture, the European Union Integration, Sustainable Development, and Enterprise.

External Visibility

Session chair on 5th International Conference on Higher Education Marketing (ICHEM), Southampton, UK, 29-31 March 2010.

Publications

Books:

1. Rembielak G., (2000), *Instytucje Wspolnot Europejskich oraz normy prawne.* (Institutions of the European Communities and their Legal Norms), Published thanks to

the TEMPUS. Project „Euspen” no. AC-JEP-13490-98; Wyższa Szkoła Zarządzania w Częstochowie, Częstochowa, p. 1-184. ISBN 83-908686-8-7

Refereed Journal Papers:

1. Rembielak-Vitchev G., Rutkowska M., (2007), *Strategie cenowe w przemyśle mleczarskim,* (Price strategies in the dairy sector), *Przegląd Mleczarski* no 12 (Polish Dairy Journal), December 07, Warszawa, p.84-87, ISSN 0478-6599

2. Rembielak-Vitchev G., Rutkowska M., (2007), *Polityka cenowa przedsiębiorstw mleczarskich,* (Pricing policy of dairy companies), *Przegląd Mleczarski* no 11 (Polish Dairy Journal), November 07, Warszawa, p.42-44, ISSN 0478-6599

Refereed Conference Papers:

1. Rembielak-Vitchev G., Fallon P., (2010), *Identifying ‘Basic’, ‘Performance’ and ‘Excitement’ Factors within the Context of Higher Education,* 5th International Conference on Higher Education Marketing (ICHEM), Southampton, UK, 29-31 March 2010

2. Rembielak-Vitchev G., Conway A., (2010), *Marketing To the Student: The Application of Service Dominant Logic and Experiential Marketing in Higher Education,* in: 'Annual Academy of Marketing Conference, Coventry University, July 2010', Academy of Marketing, Coventry, UK. Conference details: Annual Academy of Marketing Conference, Coventry University, July 2010.

3. Kalantaridis Ch., Rembielak-Vitchev G., Vasilieva E., (2009), *Immigrant Entrepreneurship and Institutional Change: A historical approach,* Babson Entrepreneurship Research Conference,

Massachusetts, the USA, 3-6 June 2009

4. Rembielak-Vitchev G., Conway A., Parlinska M., (2009), Polish Student Recruitment to UK Universities: Push versus Pull Factors and their Marketing Implications. 4-th International Conference on Higher Education Marketing, British Academy of Marketing, 1-3 April 2009, Guimaraes, Portugal

5. Rembielak-Vitchev G., (2009), Relationship marketing and its importance in the contemporary marketing management, Conference Hradecké Ekonomické Dny 2009, Univerzita Hradec Kralové, 3-4 February, Hradec Kralové, Slovakia

6. Rembielak-Vitchev G., Rutkowska M., (2008), Theoretical aspects of services marketing, Hradecké Ekonomické Dny 2008, Univerzita Hradec Kralové, Hradec Kralové, p. 123-127, ISBN 978-80-7041-202-2

7. Rutkowska M., Rembielak-Vitchev G., (2008), Concept of sustainable development in regions, Hradecké Ekonomické Dny 2008, Univerzita Hradec Kralové, Hradec Kralové, p.127-131, ISBN 978-80-7041-202-2

8. Kudlaszyk A., Rutkowska M., Rembielak-Vitchev G., (2007), Pension insurances in Great Britain, Hradecké Ekonomické Dny 2007, Univerzita Hradec Kralové, 6-7 January 2007, Hradec Kralové., p. 451- 454, ISBN 978-80-7041-812-3

9. Kozyra P., Rutkowska M., Rembielak-Vitchev G., (2007), Evolution of the European Union ecological policy in the environmental programs actions, Hradecké Ekonomické Dny 2007, Univerzita Hradec Kralové, 6-7 January 2007, Hradec Kralové. , p. 381-386, ISBN 978-80-7041-812-3

10. Rutkowska M., Rembielak-Vitchev

G., Kozyra P., (2007), Characteristics of contemporary pension systems of selected European Union Countries, Regio 2007, Konkurenceschopnost podniku met a regionu. Vydala Západočeská Univerzita v Plzni, Plzeň, Czech Republic, October 2007, p. 163-174, ISBN 978-80-70-43-633-2

11. Kudlaszyk A., Rutkowska M., Rembielak-Vitchev G., (2006), Catastrophic risks, Hradecké Ekonomické Dny 2006, Univerzita Hradec Kralové, 7-8 January 2006, Hradec Kralové. , p. 297-300, ISBN 80-7041-895-8

12. Kozyra P., Rembielak-Vitchev G., Rutkowska M., (2006), Obligatory liability insurance for new trade groups in Polish insurance market , Hradecké Ekonomické Dny 2006, Univerzita Hradec Kralové, 7-8 January 2006, Hradec Kralové. , p. 259-264, ISBN 80-7041-895-8

13. Rembielak G., (2003), Jakość jako podstawowy instrument konkurencyjności w przemyśle mleczarskim na przykładzie wybranych mleczarni województwa łódzkiego. (Quality as a basic instrument of competitiveness in dairy industry in the example of selected dairies of łódzkie voivodship), III International Conference of Academy of Economy – Agribusiness 2003, April 2003. Prace Naukowe Akademii Ekonomicznej im. Oskara Łanego we Wrocławiu, no. 983, Wrocław. , p. 252-257, ISSN 0324-8445

14. Lazorko K., Rembielak G., (2002), Wpływ otoczenia na funkcjonowanie organizacji non-profit. (Environmental influence on non-profit organizations' functioning) in: Funkcjonowanie i rozwój organizacji w zmiennym otoczeniu II. Red.nauk.J.Czupiał., Materiały Konferencji Naukowej. Wyższa Szkoła Menedżerska w Legnicy, Legnica. , p. 173-181, ISBN 83-913465-9-5

15. Rembielak G., (2002), Rola promocji w kreowaniu marki produktow mleczarskich na przykladzie OSM Radomsko. (Role of promotion in dairy products Brand Creation on the example of OSM Radomsko), II International Conference of Academy of Economy – Agribusiness 2003, April 2002. Prace Naukowe Akademii Ekonomicznej im. Oskara Lanego we Wroclawiu no. 941, Wroclaw. , p. 280-285, ISSN 0324-8445
 16. Rembielak G., (2002), Promocja uslug na przykladzie przedsiebiorstw turystycznych. (Service promotion in the example of tourist companies), Materiały Konferencji Naukowej, Brzesc, Mezduarodnyj innowacjonnyj marketing v stranach Central'noj i Vostocnoj Evropy. Materiały mezduarodnoj naucno-prakticeskoj konferencii. Brest. Lithuania, p. 245-249
 17. Rembielak G., (2002), Kształcenie ekonomiczne w zastosowaniu Internetu w transakcjach finansowych. (Economical training in applying Internet in financial transactions), International Economic Conference, Grodno, Ukraine. Materiały Konferencji Naukowej, Grodno. , p. 271-283
- Other Refereed Papers:*
1. Rembielak-Vitchev G., (2007), Znaczenie i rola instrumentow promocji uslug. (Role and importance of service promotion actions.) Prace Neuroses Wyzszej Szkoły Oficerskiej Wojsk ladowych im. Gen. Tadeusza Kosciuszki, Wroclaw. , p. 29-38
 2. Rembielak-Vitchev G., (2007), Measuring customer satisfaction, Prace Naukowe Wyzszej Szkoły Oficerskiej Wojsk ladowych im. Gen. Tadeusza Kosciuszki, Wroclaw. , p. 197-202, ISBN 83-87384-66-6
 3. Rembielak-Vitchev G., Rutkowska M., Lazorko K., (2007), Internet usage distribution strategies within sector of Polish insurance companies. Prace Naukowe Wyzszej Szkoły Oficerskiej Wojsk ladowych im. Gen. Tadeusza Kosciuszki, Wroclaw. , p. 21-28
 4. Rembielak-Vitchev G., (2006), Reklama internetowa oraz reklama tradycyjna w biznesie, (Internet advertisement and traditional advertisement in business), Konferencja Naukowa Wyzszej Szkoły Zarzadzania w Czestochowie. Zeszyty Naukowe Wyzszej Szkoły Zarzadzania w Czestochowie no 4/34, Czestochowa. , p. 68-72, ISSN 1429-7752
 5. Rembielak-Vitchev G., (2006), Internet jako narzędzie wykorzystywane w uslugach bankowych, (Internet as tool used in banking), Konferencja Naukowa Wyzszej Szkoły Zarzadzania w Czestochowie. Zeszyty Naukowe Wyzszej Szkoły Zarzadzania w Czestochowie no 4/34, Czestochowa. , p. 73-78, ISSN 1429-7752
 6. Rembielak G., (2004), Strategie rozwoju Okręgowej Spółdzielni Mleczarskiej Radomsko w okresie przystapienia Polski do Unii Europejskiej. (Development Strategies of Polish Dairy Company – Okręgowa Spoldzielnia Radomsko in the time of Polish accession to the European Union) IV International Conference of Academy of Economy – Agribusiness 2004, 23-24 April 2004, Prace Naukowe Akademii Ekonomicznej im. Oskara Lanego we Wroclawiu no. 1015, Wroclaw. , p. 217-223, PL ISSN 0324-8445
 7. Rembielak G., (2004), Rola reklamy w przemyśle mleczarskim na przykladzie wybranych mleczarni województwa łódzkiego, (Role of advertisement in dairy sector in the example of selected dairy companies of lodzkie voivodship), Prace Naukowe Wyzszej Szkoły Oficerskiej Wojsk ladowych im. gen. Tadeusza Kosciuszki , Wroclaw. , p. 133-142, ISBN 83-87384-11-9

8. Rembielak G., (2004), Promocyjna rola opakowań na przykładzie produktów mleczarskich, (Promotional role of packaging on the example of dairy products), Prace Naukowe Wyższej Szkoły Oficerskiej Wojsk lądowych im. gen. Tadeusza Kosciuszki, Wrocław. , p. 125-132, ISBN 83-87384-11-9

9. Rembielak G., (2004), Instrumenty marketingu mix wpływające na sprzedaż produktów mleczarskich. (Marketing mix instruments influence on dairy product sale), Prace Naukowe Akademii Ekonomicznej im. Oskara Lanego we Wrocławiu – Przedsiębiorczość i marketing szansą rozwoju obszarów wiejskich, red. S.Urban, Wrocław. , p. 165-173

10. Klisinski J., Lazorko K., Rembielak G., (2002), Political Marketing During Polish President Campaign in 2000. W: Teoretyczni i przykładowi pytania ekonomiki. Zbiornik naukowych prac'. Wypuszczenie 1. Kijów. , p. 125-133

11. Rembielak G., (2002), Materialne czynniki środowiska pracy i ich wpływ na człowieka. (Material factors of the environment and their influence on a human being), Zeszyty Naukowe Wyższej Szkoły Zarządzania w Częstochowie no 3/19, Częstochowa. , p. 19-25, ISSN 1429-7752

12. Rembielak G., (2000), Funkcjonowanie telefonii komórkowej ERA GSM w Polsce. Zakres i jakość jej usług. (ERA GSM Cell Telephony functioning in Poland. The Range and Quality of Services). Zeszyt Naukowy Wyższej Szkoły Finansów i Bankowości w Radomiu. Finanse, Bankowość, Ubezpieczenia no.2, Radom. , p. 248-257

Working papers:

1. Rembielak-Vitchev G., Conway, A., (2008), Promotional Role of Branding and its Influence on Purchasers' Attitudes – developmental paper for the Conference of the British Academy of Management, 10-11 September 2008, Harrogate, UK

Conference papers presentations:

07.07.2010 - Marketing To the Student: The Application Of Service Dominant Logic And Experiential Marketing In Higher Education (presentation with Tony Conway) Services Management and Marketing Session, International Conference of the Academy of Marketing 2010, Coventry, UK

30.03.2010 - Identifying 'Basic', 'Performance' and 'Excitement' Factors within the Context of Higher Education, (presentation with Paul Fallon) International Conference on Higher Education Marketing, Academy of Marketing 2010, Southampton, UK

05.06.2009 - Immigrant entrepreneurship and institutional change, (presentation with Christos Kalantaridis and Elena Vasilieva) 29th Babson College Entrepreneurship Research Conference (BCERC), 2009 in Wellesley, MA, USA

02.03.2009 – Polish Student Recruitment to UK Universities: Push versus Pull Factors and their Marketing Implications. (presentation with Tony Conway and Maria Parlinska) Fourth International Conference on Higher Education Marketing (ICHEM), Academy of Marketing, 2009, Guimaraes, Portugal

10.11.2010 - Promotional Role of Branding and its Influence on Purchasers' Attitudes, British Academy of Management Conference, Harrogate, UK

Other Seminars/ Presentations:

15.04.2010 – a presentation on Social class as a form of stratification that attempts to structure and divide a society for students of the Warsaw University of Life Sciences in Poland (Erasmus staff exchange Programme)

14.04.2010 – a seminar on Consumer Behaviour – Family and Household Decision Making for students and staff of the Warsaw University of Life Sciences in Poland (Erasmus staff exchange Programme - http://kne.sggw.pl/dzialalnosc/consumer_behaviour.html)

31.03.2010 – chairing a session, International Conference on Higher Education Marketing, Academy of Marketing 2010, Southampton, UK

Other Published Output:

Rola marketingu mix w kształtowaniu konkurencyjności produktów mleczarskich na przykładzie wybranych przedsiębiorstw województwa łódzkiego, (Role of marketing mix in creating competitiveness of dairy products in the example of selected dairy companies in łódzkie voivodship) (2004), PhD Thesis

Other Work and Publications in Progress:

Rembielak-Vitchev G., Fallon P., Identifying ‘Basic’, ‘Performance’ and ‘Excitement’ Factors within the Context of Higher Education, submitted to Journal of Marketing Management (special edition)

Rashid T., Rembielak-Vitchev G., Chatasawapreeda P., Investigating the influences of Marketing Mix Factors on Consumer Buying Behaviour in Booking a Budget Hotel – accepted to the CIRCLE (Centre for International Research in

Consumers, Locations and Environments) Conference 2012

Rembielak-Vitchev G., Conway A., Fallon P., Parlinska M., An Investigation into the Motivations for Polish Students Studying in the UK Using the ‘Push-pull’ Approach,

Rashid T., Rembielak-Vitchev G., Strategic Customer Orientation: Supporting the Internationalisation Strategy of a University through Blackboard,

Research and Enterprise Projects:

6.12.2011 – present Partner in the International Project - VEGA No 1/0067/11 Dynamics and content of decisional processes in motivating human potential – with the University of Zilina, Slovak Republic, and the Czestochowa University of Technology in Czestochowa, Poland