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ACADEMIC CAREER

- 2010 - present Department of International Marketing and Retailing/ Faculty of International and Political Studies/ University of Lodz/ Poland (*assistant professor*)
- 2010 Ph.D. degree: doctor of economy
- 2004 - 2010 Department of Marketing/ Faculty of Management/ University of Lodz/ Poland (*Ph.D. candidate*)
- 2004 Master degree: international relations (spec.: marketing)
- 2003 - 2004 Business Studies/ University of Roehampton (London)/ United Kingdom (*MA candidate*)
- 1999-2004 Department of International Marketing and Retailing/ Faculty of International and Political Studies/ University of Lodz/ Poland (*MA candidate*)

BUSINESS CAREER

- 2011 - 2016 **Strategy Manager** / GOH sp. z o.o. (advertising agency)
Responsibilities: marketing research and analysis for selected brands; marketing communication strategies for selected brands; conducting workshops and training on brand management; insight search, building brand identities; supervising a team of researchers and graphic designers etc.
Most important brands in my portfolio: selected brands from Nestlé group, Storck, Cinema City, Vision Express.
- 2007 - 2011 **Senior Account Executive** / GOH sp. z o.o. (advertising agency)
Responsibilities: running marketing communications projects for international and Polish brands (i.e.: marketing communications planning, logistics, budgeting, research, financial and risk management), leading a team of 7 to 10 people responsible for proper project execution, business negotiations.
Most important brands in my portfolio: Pepsi, Vision Express, selected Masterfoods brands, Colgate-Palmolive, Wyborowa, Kimberly Clark, Danone, selected Kraft Foods brands, selected Unilever brands etc.

2006 - 2007 **Junior Account Executive** / GOH sp. z o.o. (advertising agency)

Responsibilities: running marketing communication projects for international and Polish brands (i.e.: marketing communications planning, logistics, budgeting, research and evaluation, financial and risk management).

Most important brands in my portfolio: Heinz, Pepsi, Masterfoods, Colgate-Palmolive, Kimberly Clark, Danone, ING Nationale Nederlanden.

MOST IMPORTANT RESEARCH GRANTS

Years	Funding institution	My role in the project	Title
2018	DAAD (short-term research scholarship at the European University Viadrina, Germany)	Principal investigator	The effects of stimulus-related characteristics on consumer responses in advertising experiments
2017-2019	National Science Centre (NCN), Poland	Principal Investigator	Strategies and instruments for building non-financial business value in social media - experimental research with fictitious brands
2015-2018	National Science Centre (NCN), Poland	Principal Investigator	Customer-based brand equity in social media - experimental research across real brands from different product categories
2015	Ministry of Science and Higher Education, Poland	Principal Investigator	Building brands with disparagement humor in online advertising (experimental research)
2014	Ministry of Science and Higher Education, Poland	Principal Investigator	Brand-consumer online relationships (experimental research)
2013-2014	Ministry of Science and Higher Education, Poland	Principal Investigator	The concept and measurement of consumer involvement and engagement in social media
2016-2017	University of Warsaw, Poland	Co-investigator	Adapting PhoPhiKat-45 questionnaire to measure one's disposition to laughter in Poland
2013-2014	Foundation for Promotion of Entrepreneurship, Poland/ European Union (POKL)	Co-investigator	Innovation Assistance (II)
2014-2016	European Union (POKL)	Co-Investigator (research partner)	Clean business: development of small, medium and micro enterprises by means of pro-ecological innovations
2011-2014	European Union (POKL)	Co-Investigator (research partner)	Connection: Cooperation between business and science

PUBLICATIONS (most relevant)

Peer-reviewed international journal publications

- Karpińska-Krakowiak, Małgorzata (2019), "Gotcha! Realism of Comedic Violence and its Impact on Brand Responses. What's So Funny about that Bloody Ad? The Moderating Role of Disposition to Laughter", *Journal of Advertising Research*, 2, 1-17; DOI: 10.2501/JAR-2019-004
- Karpińska-Krakowiak, Małgorzata (2018), "Ratings or Pairwise Comparisons? An Experimental Study on Scale Usability", *Economic and Environmental Studies*, 18(2), 653-664.
- Małgorzata Karpinska-Krakowiak and Artur Modlinski (2018), "Popularity of Branded Content in Social Media," *Journal of Computer Information Systems*, DOI:10.1080/08874417.2018.1483212
- Karpinska-Krakowiak, Małgorzata, and Artur Modlinski (2018), "The Effects of Pranks in Social Media on Brands," *Journal of Computer Information Systems*, 58:3, 282-290.
- Karpinska-Krakowiak, Małgorzata (2016), "The Effects of Social Networking Sites on Consumer-Brand Relationships," *Journal of Computer Information Systems*, 56(3), 204-210.
- Karpinska-Krakowiak, Małgorzata (2017), "Brand Equity in Social Media – Insights from Experimental Research with Various Product Categories," *Marketing i Rynek*, 4, 143-149.
- Karpinska-Krakowiak, Małgorzata (2016), "Shadow Brands – Exploring Phenomenon of Meaningless Brands", *Marketing i Zarządzanie*, 44(3), 317-326.
- Karpinska-Krakowiak, Małgorzata, and Artur Modlinski (2014), "Prankvertising – Pranks as a New Form of Brand Advertising Online," *Modern Management Review*, 21(3), 31-44.
- Karpinska-Krakowiak, Małgorzata (2014), "Consumers, Play & Communitas – an Anthropological View on Building Consumer Involvement on a Mass Scale", *Polish Sociological Review*, 187(3), 317-331.
- Karpinska-Krakowiak, Małgorzata (2014), "Conceptualising and Measuring Consumer Engagement in Social Media – Implications for Personal Involvement", *International Journal of Contemporary Management*, 13(1), 49-65.
- Karpinska-Krakowiak, Małgorzata (2013), "The Impact of Consumer Knowledge on Brand Image Transfer in Cultural Event Sponsorships", *Polish Sociological Review*, 182(2), 185-208.

Books

- Karpinska-Krakowiak, Małgorzata (2018), "Kapitał marki w mediach społecznościowych – perspektywa konsumenta," [Consumer-Based Brand Equity in Social Media], Wydawnictwo Uniwersytetu Łódzkiego: Łódź.

Conference papers

- Karpinska-Krakowiak, Małgorzata (2018), "How to measure advertising effects? An experimental study on ratings versus pairwise comparisons," conference paper, ICORIA, University of Valencia, Valencia.
- Karpinska-Krakowiak, Małgorzata, Martin Eisend (2018), "Real or Fake? The Effects of Real versus Fictitious Brands on Consumer Responses to Humor in Advertising Experiments," conference paper, ICORIA, University of Valencia, Valencia.
- Karpinska-Krakowiak, Małgorzata (2017), "How Real is Your Joke? Authenticity of Branded Pranks and its Impact on Brand Attitudes", conference paper, ICORIA, University of Ghent, Ghent.
- Eisend Martin, Farid Tarrahi, Małgorzata Karpinska-Krakowiak (2017), "Humor as an Evolutionary Phenomenon – Predicting Its Use and Consequences in Advertising Across Cultures", conference paper, ICORIA, University of Ghent, Ghent.
- Karpinska-Krakowiak, Małgorzata (2017), "Authenticity Of Comedic Violence And Its Impact On Consumers In A Post-Truth Era," conference paper, University of Wrocław, Wrocław.
- Karpinska-Krakowiak, Małgorzata (2016), "The effects of disparagement humor in online advertising on consumer engagement with brands," In: Challenges of (dis)engagement, (eds.) V. Zabkar, U. Golob, M. Koklic, T. Kolar, K. Podnar, ICORIA, University of Ljubljana, Ljubljana, 278-279.

Karpinska-Krakowiak, Malgorzata (2015), "Marketing Events in a Digital Era – a Comparative Analysis of New and Traditional Events in Terms of Branding Effectiveness," [in:] Conference Proceedings, 11 Annual International Bata Conference, (eds.) M.Hrabal, M. Opletalova, G. Orlitova, B. Haltofova, Thomas Bata University, Zlin, 239-255.

TEACHING (selected courses)

Trainings for business entities within the field of economy, social and cultural sciences

"Building Brands for Small and Medium Enterprises" – trainings for 127 companies from FMCG and service sector [2014-2016];

"Building Communities Online" – trainings for account managers in advertising and interactive agencies [2013];

"Marketing Communication and Consumer Behavior in a Hotel & Tourism Industry" – trainings for managers working in the Accor Group [2011-2012];

"Marketing Communication and Consumer Behavior Online" – a training for account managers and PR practitioners working for Fundacja Rozwoju Przedsiębiorczosci (Foundation for Promotion of Entrepreneurship) [2011];

"Brand Management and Marketing Communication" – vocational trainings for postgraduate students (post-graduate diploma in International Marketing Management) [2009-2013].

Workshops at business festivals

"Promoting Brands Online – Creativity or Efficacy?" Festival of Science, Technology and Art, Lodz, Poland, 2015

"Social Media in Brand Promotion," Festival of Science, Technology and Art, Lodz, Poland, 2014

"Alternate Reality Games and Other Gaming Genres as Marketing Promotion Drivers", AidCas Advertising Festival, Lodz, Poland, 2012

"Creative Briefing", Ad Days Advertising Festival, Lodz, Poland, 2010.

Courses for students

"Introduction to Marketing Communications", "International Marketing Communications", "Advertising", "Advertising & Psychology", "Development Economy", "Brand Management", "Place Marketing", "Sport Sponsorship", "Introduction to Marketing Management", "Cross-cultural aspects of marketing and advertising".

OTHER ACTIVITIES

- award funded by the Lodz Marshal Office for the best master thesis [2005]; award funded by the University of Lodz for the best academic textbook (co-author) [2008]; award funded by the Faculty of International and Political Studies for overall scientific achievements [2015-2018];
- reviewer for journals (e.g. Journal of Retailing and Consumer Services, International Journal of Advertising, Journal of Entrepreneurship, Management and Innovation) and research institutions (e.g. National Science Centre [NCN] in Poland);
- member of the International Association for Computer Information Systems, Polish Society of Economy, Polish Scientific Association of Marketing, and European Advertising Academy; board member of the Faculty of International and Political Studies, University of Lodz.

OTHER SKILLS

- basic skills in graphic design (Adobe Illustrator, Photoshop);
- basic skills in neural network design and machine learning (Neural Designer, RapidMiner, Preference Learning Toolbox);
- advanced skills in statistical data analysis (SPSS, Winsteps).