

Iga Rudawska



Post-Pd.D. in economics (specialization: marketing, health economics)

Centre's Expert in social marketing

University education

1990-1994 – university studies at the Szczecin University, Faculty of Economics, specialization: trade and marketing

1998 – Ph.D. degree in economics, based on the Ph.D. thesis „ Analysis of promotion of health behaviours” (Szczecin University)

2007 – Post-Ph.D. in economics, based on the monograph: „Economization of patient-provider relationship in healthcare” (Szczecin University)

2008 – Associate Professor at the Szczecin University

Professional experience

Lecturer at the Szczecin University (since 1994), West Pomeranian Business School (1994-2008). Pomeranian Medical University (since 2007)

Lecturer at the English and German study trucks at the Szczecin University, Faculty of Economics and Management

Leader of post-graduate studies “Social communication in management” and “Manager of education, culture and art” (Faculty of Economics and Management, Szczecin University)

Research interests

Social marketing, health economics, new public management, service economics, relationship marketing, service marketing

Fluent in English, German, Italian

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