

IZABELLA STEINEROWSKA-STREB

Ul. Wierzbowa 15, 44-144 Nieborowice, Poland · +48 502 031 645

streb@ue.katowice.pl

EXPERIENCE

2006 – STILL

ASSISTANT PROFESSOR, UNIVERSITY OF ECONOMICS IN KATOWICE, POLAND

Research on SME, family businesses and organization behavior. Authorship of over 100 scholar papers. Awarded the best conference paper in 2014 and 2016. Leadership of the project: Economic and social aspects of the functioning of family enterprises. Leadership of the project: Relationship Marketing in the franchising chains. Teaching macroeconomics, microeconomics, international trade, management and entrepreneurship.

2002 – 2008

ASSISTANT PROFESSOR, SILESIA COLLEGE OF ECONOMICS AND ADMINISTRATION IN BYTOM, POLAND

Research on franchising and SME. Leadership of the project: Small and Medium Enterprises in the Silesian Voivodeship in the Perspective of European Integration. Leadership of the project: Situation of small and medium enterprises in Poland after accession to the European Union on the example of Silesia. Teaching economics and management

1998 – 2002

ASSISTANT, SILESIA COLLEGE OF ECONOMICS AND ADMINISTRATION IN BYTOM, POLAND

Research on franchising . Teaching economics and management

EDUCATION

APRIL 2018

DOCTOR OF SCIENCE (D.SC.), UNIVERSITY OF ECONOMICS IN KATOWICE, POLAND

Title of scientific achievement: "Market behaviour of micro-, small and medium enterprises in Poland. Diagnosis, analysis, development scenarios"

MAY 2002

DOCTOR OF PHILOSOPHY (PH.D.), UNIVERSITY OF ECONOMICS IN KATOWICE, POLAND

The title of doctoral dissertation: "Franchising as a method of small and medium enterprise development in Poland."

JUNE 1998

MASTER OF ECONOMICS, UNIVERSITY OF ECONOMICS IN KATOWICE, POLAND

Specialization: Foreign Trade