

AGNIESZKA CHWIALKOWSKA, Ph.D.

Curriculum Vitae

ACADEMIC EXPERIENCE

- June 2023 -** Director of Assessment
Richards College of Business, University of West Georgia
- July 2022 -** Associate Professor of Marketing (Tenured)
Department of Marketing and Real Estate
Richards College of Business, University of West Georgia
- January 2017-June 2022** Assistant Professor of Marketing
Department of Marketing and Real Estate
Richards College of Business, University of West Georgia
- August 2014 – December 2016** Researcher | Ph.D. student
Department of Marketing
University of Vaasa
- October 2011 – August 2014** Researcher | Instructor | International Office Assistant | Ph.D. student
Faculty of Economic Sciences and Management
Nicolaus Copernicus University, Torun (Poland)

RESEARCH VISITS AND TEACHING FELLOWSHIPS

- May 2019** Teaching Fellow – The Governor’s Teaching Fellows Program
University of Georgia
- March 2018** Department of Organizational Behavior and Marketing
Nicolaus Copernicus University, Torun (Poland)
- May 2017** ISC Paris Business School and University of La Rochelle Research Seminar, Paris (France)

February – April 2016	Department of Marketing and Real Estate Richards College of Business, University of West Georgia, Carrollton (Georgia, USA)
November – December 2015	Faculty of Economic Sciences and Management Nicolaus Copernicus University, Torun (Poland)
January – April 2013	Centre for Relationship Marketing and Service Management HANKEN School of Economics, Helsinki (Finland)

EDUCATION

May 2017	Ph.D. Marketing Department of Marketing, University of Vaasa, Vaasa (Finland) Dissertation defended in <i>International Business Research Group</i> Dissertation title: Motivational drivers of consumer engagement with company content in social media. A cross-cultural perspective
February 2016	Ph.D. Management (AACSB) Department of Business Excellence, Nicolaus Copernicus University, Torun (Poland) Dissertation title: Building relationships with consumers through social media. Evidence from baby-products industry
June 2011	M.A. Business Administration Nicolaus Copernicus University, Torun (Poland)
September – December 2010	Exchange Student LAUREA University of Applied Sciences, Espoo (Finland) 1 semester study abroad
September 2009 – July 2010	Socrates Erasmus Student (International Marketing focus) Upper Austria University of Applied Sciences, Steyr (Austria) 2 semesters (1 academic year) study abroad
June 2009	B.A. Management and Marketing Nicolaus Copernicus University

INTELLECTUAL CONTRIBUTIONS

Referred Journal Articles

Chwialkowska, Agnieszka, Bhatti W. A., Arslan, A., Glowik, M. (2023), Co-creating value with customers in physiotherapy services and the promotion of wellbeing experience, *Journal of Services Marketing*, Vol. 37, No. 1, pp.12-24

DOI: <https://doi.org/10.1108/JSM-11-2021-0423>

<https://www.emerald.com/insight/content/doi/10.1108/JSM-11-2021-0423/full/html>

Rahman, Saleem, Chwialkowska, Agnieszka, Hussain, Nazim, Bhatti, Waheed, Luomal, Harri (2023) Cross-cultural perspective on sustainable consumption: implications for consumer motivations and promotion. *Environment, Development and Sustainability*, 25(2), 997-1016.

DOI: <https://doi.org/10.1007/s10668-021-02059-8>

<https://link.springer.com/article/10.1007/s10668-021-02059-8>

Bhatti, Waheed, Glowik, Mario, Chwialkowska, Agnieszka (2022). A Cluster Analysis of the Global Wind Power Industry: Insights for Renewable Energy Business Stakeholders and Environmental Policy Decision Makers. *Business Strategy and Environment*.

DOI: <https://doi.org/10.1002/bse.3268>

Parker, Hamieda, Bhatti, Waheed, Chwialkowska, Agnieszka., Marais, Thiam (2023), Factors Influencing Green Purchases: An Emerging Market Perspective. *Sustainable Development*, Vol 31, Iss. 2, pp. 865-876.

DOI: [10.1002/sd.2426](https://doi.org/10.1002/sd.2426)

<https://onlinelibrary.wiley.com/doi/epdf/10.1002/sd.2426>

Bhatti, Waheed, Chwialkowska, Agnieszka, Glowik, Mario, Ahmad, Arslan, (2023). The International Expansion of Chinese and Taiwanese Electronics Firms: The Role of Networking and Learning. *International Journal of Export Marketing*, Special Issue: In Memory of Professor Jorma Larimo 1954-2022, Vol. 5, No. 2, p. 198-228.

DOI: <https://doi.org/10.1504/IJEXPORTM.2022.128758>

Turkiewicz-Flicinska, Joanna, Chwialkowska, Agnieszka, Karas, Dariusz (2022), The role of emotionally persuasive messages in the skin cancer prevention campaign. *Journal of Human Behavior in the Social Environment*.

DOI: [10.1080/10911359.2022.2133046](https://doi.org/10.1080/10911359.2022.2133046)

<https://doi.org/10.1080/10911359.2022.2133046>

Chwialkowska, Agnieszka, Bhatti, Waheed, Glowik, Mario, Rahman, Saleem (2022). The green digitally-born globals sustainable business model innovation (Chapter 5) [in] "Sustainable International Business Models in a Digitally Transforming World", Editors: Anshuman Khare, Arto Ojala & William W. Baber, Taylor & Francis, pp. 67-82.

DOI: [10.4324/9781003195986-6](https://doi.org/10.4324/9781003195986-6)

Chwialkowska, Agnieszka, (2021). Money and status or clear conscience and clean air – should we vary the marketing interventions depending on tourist’s cultural background?, *Journal of Travel & Tourism Marketing*, Vol. 38, No. 1, pp.75-92, DOI:

[10.1080/10548408.2021.1875106](https://doi.org/10.1080/10548408.2021.1875106)

Chwialkowska, Agnieszka, Flicinska, Joanna (2021), Overcoming perceived sacrifice as a barrier to the adoption of green behavior. *International Journal of Consumer Studies*. Vol. 45, Iss. 2, pp. 205-220.

<https://doi.org/10.1111/ijcs.12615>

Chwialkowska, Agnieszka, (2021). The extent of students' cultural immersion during study abroad programs. Implications for cross-cultural learning. *International Journal of Export Marketing*, Vol. 4, No. 3, p. 282-305.

DOI: 10.1504/IJEXPORTM.2021.10042158

Chwialkowska, Agnieszka, Bhatti, Waheed, Glowik, Mario. (2020) The Influence of Cultural Values on Pro-environmental behavior. *Journal of Cleaner Production*, Vol. 268.

<https://doi.org/10.1016/j.jclepro.2020.122305>

Chwialkowska, Agnieszka, (2020). Underemployment of skilled self-initiated expatriates – a skills mismatch or categorisation? *Journal of Education and Work*, Vol. 33, Iss. 5-6, p. 375-391.

<https://doi.org/10.1080/13639080.2020.1820963>

Chwialkowska, Agnieszka. (2020). Maximizing Cross-Cultural Learning from Exchange Study Abroad Programs. Transformative Learning Theory. *Journal of Studies in International Education*, Vol 24, No. 5, p. 535-554.

<https://journals.sagepub.com/doi/abs/10.1177/1028315320906163>

Chwialkowska, Agnieszka, (2019). The Effectiveness of Brand- and Customer-Centric Content Strategies at Generating Shares, 'Likes', and Comments. *Journal of Promotion Management*, Vol. 25, No. 2, p. 270-300.

<https://www.tandfonline.com/doi/abs/10.1080/10496491.2018.1443307?journalCode=wjpm20>

Conference Papers/Presentations

Agnieszka Chwialkowska, (2023) Open Educational Resources and Renewable Pedagogy: Design and Implementation. UWG's 10th Annual Innovations in Pedagogy Conference (May 16-17, 2023, Carrollton, Georgia)

Agnieszka Chwialkowska (2023). OER-enabled pedagogy: design and implementation. Conference presentation at 2023 University System of Georgia Teaching and Learning Conference (March 27-29, 2023 Athens, Georgia)

Agnieszka Chwialkowska, Waheed Akbar Bhatti, Mario Glowik. (2023). How to Profit by Doing Good. – Poster presentation at the 2023 Winter American Marketing Association Conference (February 10-12, 2023, Nashville, Tennessee)

Agnieszka Chwialkowska, Waheed Akbar Bhatti, Mario Glowik and Saleem Ur Rahman: The Sustainable Business Model Innovation of Green Digital-born Globals, Presented at the webinar series on Sustainable International Business Models in a Digitally Transforming World, June 2022- January 2023, Sponsored by Athabasca University, Canada, (date of presentation: November 21, 2022).

Bhatti, Waheed, Chwialkowska, Agnieszka, Glowik, Mario, Ahmad, Arslan, (2022). The International Expansion of Chinese and Taiwanese Electronics Firms: The Role of Networking and Learning. Presented at Nordic International Business, Export Marketing, Int.

Entrepreneurship & Tourism Conference 2022 (NIB-EM, IE&T Conference), November 5-6, 2022 (Virtual edition). - Article recognized with "**Best Paper**" Award

Chwialkowska, Agnieszka, (2022). Designing, Implementing, and Assessing Open and OER-Enabled Pedagogy with QM Rubric in Mind. *2022 Quality Matters Conference on Expanding Possibilities*, concentration: *Ensuring Access and Equity*, November 6-9, 2022, Tucson, Arizona.

Bhatti, Waheed, Glowik, Mario, Servais, Per, Chwialkowska, Agnieszka, (2022) Scaling from Start-up to Blue-chip through Digital Platform Ecosystem, Presented at *Academy of International Business Conference*, July 5-9, 2022, Miami, Florida, USA 2022.

Chwialkowska, Agnieszka, Glowik, Mario, Bhatti, Waheed, (2022). The Influence of Cultural Values on Value Co-Creation. Presented at the 46th Academy of Marketing Science Annual Conference (25-27 May 2022), Monterey, California, U.S.

Glowik, Mario, Bhatti, Waheed, Chwialkowska, Agnieszka, (2022). Global Wind Energy Clusters. Chances for Firms and Economies in Combating the Climate Change. Keynote speech at ICMISS 2022: International Conference on Management, Innovation, Economics, and Social Science, 19-21 February 2022 (Virtual edition/Covid-19).

Glowik, Mario, Bhatti, Waheed, Chwialkowska, Agnieszka, (2021). Supplier-Buyer Relationship Preferences: A Renewable Industry Network Cluster Analysis. Presented at 47th Annual Conference of the European International Business Academy, Firms, Innovation & Location: Reshaping International Business for Sustainable Development in the Post-Pandemic Era, Madrid (Spain), 10-12 December 2021.

Glowik, Mario, Chwialkowska, Agnieszka, Bhatti, Waheed, (2021). Global renewable energy value chains: Opportunities for European firms and economies in combating the climate change. Presented at *Ökostrom, KI, Kryptowährung und Diversität in Aufsichtsräten*, Berlin (Germany), 2 December 2021.

Chwialkowska, Agnieszka (2021). Green-feminine stereotype across cultures: overcoming barriers to sustainability. The 3rd Nordic International Business Export Marketing, Int. Entrepreneurship and Tourism Conference (6-7 November 2021), University of Tartu (virtual presentation/COVID-19).

Chwialkowska, Agnieszka, Bhatti, Waheed, Glowik, Mario, (2021). Global renewable energy value chains: Opportunities for European firms and economies in combating the climate change. Presented at the The 3rd Nordic International Business Export Marketing, Int. Entrepreneurship and Tourism Conference (6-7 November 2021), University of Tartu, Estonia (virtual presentation).

Chwialkowska, Agnieszka (2021). Sustainability as A Source of Competitive Advantage for Small and Medium Sized Enterprises. Presented at *the 17th International Conference on Environmental, Cultural, Economic & Social Sustainability*, at Vrije Universiteit Amsterdam, 24-26 February 2021. (virtual edition/COVID-19)

Chwialkowska, Agnieszka, Bhatti, Waheed Akbar, and Mario Glowik (2020) Do cultural values influence renewable energy? Empirical evidence from the global wind turbine industry Presented at 46th Annual Conference of the European International Business Academy (Workshop on *Societally Engaged International Business: Taking Stock and Moving Forward critical perspectives on international business*), at University of Berlin, Berlin (Germany), 10-12 December 2020. (virtual edition/COVID-19)

Chwialkowska, Agnieszka (2020). The good, the bad and the ugly of study abroad programs. Do they really prepare internationally-minded graduates?. Presented at *the Nordic International Business, Export Marketing and Tourism Conference 2020*, at University of Tartu, Tartu (Estonia), 7-8 November 2020. (virtual edition/COVID-19)

- Article recognized with “**Best Paper on International Education**” Award

Bhatti, Waheed, Chwialkowska, Agnieszka, Glowik, Marjo, (2020). The Role of Power and Network Positioning in Technology Firms’ Business Ecosystems. Presented at *2020 Academy of Management Conference*, Vancouver, Canada, 7-9 August 2020. (virtual edition/COVID-19)

Rollins, Minna, Chwialkowska, Agnieszka (2020). Chinese Parents' Attitudes and Purchase Intention of Functional Foods for Children. Poster presented at *2020 Academy of Marketing Association Marketing and Public Policy Conference*, Virtual, 28-30 May 2020. (virtual edition/COVID-19)

Chwialkowska, Agnieszka (2020). Applying the QM rubric standards to designing a study abroad program. Submitted to *2020 University System of Georgia Teaching and Learning Conference*, Athens, Georgia, USA, 7-9 April 2020 (Conference cancelled – COVID-19).

Bhatti, Waheed, Chwialkowska, Agnieszka, Glowik, Marjo, (2019). Relationship Knowledge Development Process: An Opportunity Space Odyssey. Presented at *45th European International Business Academy Annual Conference 2019*, University of Leeds (Leeds, UK), 13 – 15 December 2019

Chwialkowska, Agnieszka, Glowik, Marjo, Bhatti, Waheed (2019). How Culture Influences Propensity to Act Green? Presented at *15th Vaasa Conference on International Business*, Vaasa (Finland), 19-21 August 2019.

Chwialkowska, Agnieszka (2019). Overcoming Consumers’ Barriers to the Adoption of Green Behaviors. Presented as a poster at *2019 AMA Summer Marketing Academic Conference*, Chicago, USA, 9-11 August 2019.

Chwialkowska, Agnieszka (2019). What Makes Study Abroad Programs Effective? Presented at *University System of Georgia Teaching and Learning Conference* (April 10-12, 2019).

Chwialkowska, Agnieszka (2018). The Socialization of Children and Cruelty-Free Consumption. Presented at *33rd Annual Interdisciplinary Conference in Humanities*, Carrollton, USA, 25-27 October 2018.

Chwialkowska, Agnieszka (2018). The Role of Family in Adopting a Vegan Diet. Presented (poster presentation) at *AMA Summer Marketing Academic Conference*, Boston, USA, 8-12 August 2018.

Chwialkowska, Agnieszka (2017). Driving Green Lifestyle Adoption Through Social Media Communication. Presented at *AMA Winter Marketing Academic Conference*, Orlando, USA, 17-19 February 2017.

Chwialkowska, Agnieszka (2016). Cultural Influence on the Motives for Engagement with Company Social Media Content. Presented at *EIBA 2016 42nd Annual Conference of the European International Business Academy*, Vienna, Austria, 2-4 December 2016.

Chwialkowska, Agnieszka (2016). Cultural Perspective on the Motivational Drivers of Engagement with Company Content on Social Media: A Set of Research Propositions. Presented at *ECSM 2016 European Conference on Social Media*, Caen, France, 12-12 July 2016.

Chwialkowska, Agnieszka, Kontkanen, Minnie (2016). The Context of Brand Content Communication Enhancing Social Media Experience. Presented at *Global Innovation and Knowledge Academy 2016*, Valencia, Spain, 20-23 March 2016.

Chwialkowska, Agnieszka (2015). Cross-Cultural Perspective on Customer Engagement Behavior In Social Media: A Conceptual Framework. Presented at *13th Vaasa Conference on International Business*, Vaasa – Finland, August 26-28 2015.

Chwialkowska, Agnieszka (2015). The Role of Culture in Building Customer Engagement with Firm-Generated Content in Social Media – GLOBE Framework Perspective. Doctoral Tutorial in International Business at the *13th Vaasa Conference on International Business*, Vaasa - Finland, August, 26 2015.

Chwialkowska, Agnieszka (2015). Cross-cultural perspective on consumer engagement with firm-generated content on social media: The study of Nordic and Eastern-European GLOBE clusters. Poster presentation at *ECSM 2015: European Conference on Social Media*, Porto, Portugal July 9-10 2015.

Chwialkowska, Agnieszka (2014). Advertising on social media – customers' attitudes and motives for interaction: A cross-cultural comparison. *Doctoral Tutorial in International Business* in Oulu - Finland, November 3-4, 2014.

GRANTS AND FELLOWSHIPS

- 2022** *Robert J. Stone Endowment for Entrepreneurial Studies*
Research grant
- 2021-2022** *Transformation Grant* from Affordable Learning Georgia, round 20
(Fall 2021-Fall 2022)
Proposal #593: \$10,000
- 2021-2022** Richards College of Business' 2021 *Research Scholars Program*
Research Grant: \$5,000
- 2021** *Grant* from the Office of Research and Sponsored Projects (UWG)
Grant for participation in *Grant Writing Workshop*
- 2020-2022** *Chancellor's Learning Scholar 2020-2022*
University System of Georgia
- 2020** *Robert J. Stone Endowment for Entrepreneurial Studies*
Research grant
- 2019** *Governor's Teaching Fellowship*
Institute of Higher Education, University of Georgia
- 2018-2019** Richards College of Business' 2018 *Research Scholars Program*
Research Grant: \$5,000

- 2018** *Faculty Research Grant* from the UWG Office of the Provost and Vice President for Academic Affairs: \$4,950
- 2016** *LSR Huugo and Vilma Oksasen Foundation*
Research grant no. 10-5464: 2,000 €
- 2015** *Foundation for Economic Education* (Liikesivistysrahasto)
Research grant no. 8-4639: 5,000 €
- 2015** *Finnish Cultural Foundation* (Etelä-Pohjanmaan Kulttuurirahasto)
Research grant: 12,000 €
- 2015** Faculty of Economic Sciences, Nicolaus Copernicus University
Research grant no. 2023-E
- 2014** Faculty of Economic Sciences, Nicolaus Copernicus University
Research grant no. 1841-E
- 2013** Faculty of Economic Sciences, Nicolaus Copernicus University
Research grant no. 1475-E

AWARDS AND HONORS

- 2023** *UWG Nominee for the Regents' Scholarship of Teaching & Learning Award*
- 2023** *Robert J. Stone Entrepreneurial Studies Award*
- 2023** Richards College of Business' *Research Excellence Award*
- 2023** Richards College of Business' *Interdisciplinary Research Award*
- 2022** *"Best Paper on International Marketing"* Award for the article "Nordic International Business Export Marketing, Int. Entrepreneurship and Tourism Conference" presented at the 2022 International Business, Export Marketing, International Entrepreneurship, Brand Management, Consumer Behavior and Tourism Conference. Award for manuscript: Bhatti, W.A., Chwialkowska, A., Glowik, M., Arslan, A. The International Expansion of Chinese and Taiwanese Electronics Firms: The Role of Networking and Learning.
- 2022** Richards College of Business' *Excellence in Teaching Award*
- 2022** Richards College of Business' *Research Influence Award*
- 2021** *"Best Paper on International Marketing"* Award for the article "Nordic International Business Export Marketing, Int. Entrepreneurship and Tourism Conference" presented at the 2021 Nordic International Business, Export Marketing and Tourism Conference

- 2021** Richards College of Business' *Excellence in Research Award*
- 2021** Richards College of Business' *Strategic Initiative (in the area of Sustainability) Research Award*
- 2021** Richards College of Business' 2021 *Research Scholar*
- 2020** *"Best Paper on International Education"* Award for the article "The good, the bad and the ugly of study abroad programs. Do they really prepare internationally-minded graduates?" presented at the 2020 Nordic International Business, Export Marketing and Tourism Conference
- 2020** University System of Georgia *Chancellor's Learning Scholar 2020-2022*
- 2020** Richards College of Business' *Excellence in Service Award*
- 2019** Institute of Higher Education, University of Georgia *Governor's Teaching Fellowship*
- 2019** Richards College of Business' *Excellence in Teaching Award*
- 2019** Richards College of Business' *Faculty Development Award*
- 2018** Richards College of Business' *Excellence in Research Award*
- 2018** Richards College of Business' *Faculty Development Award*
- 2018** Richards College of Business' 2018 *Research Scholar*
- 2016** *Outstanding Dissertation Award*
Faculty Board of the Faculty of Economic Sciences and Management
Nicolaus Copernicus University, Torun (Poland)

TEACHING EXPERIENCE

- 2022-** Associate Professor of Marketing
Department of Marketing
Richards College of Business, University of West Georgia, GA (USA)
- 2017 – 2022** Assistant Professor of Marketing
Department of Marketing and Real Estate
Richards College of Business, University of West Georgia, GA (USA)
- 2015 – 2016** Teaching Assistant
University of Vaasa, Vaasa (Finland)
- 2012 – 2014** Instructor
Faculty of Economic Sciences and Management
Nicolaus Copernicus University, Torun (Poland)

Face-to-face, hybrid (blended), and online classes:

Undergraduate Classes

Advertising Practices (QM Certified) (UWG)
Consumer Behavior (UWG)
Sales Management (UWG)
International Marketing (QM Certified)
(UWG)
Cross-cultural Communication (UWG)
Principles of Marketing (UWG)
Social Media and Online Marketing (UWG)
Introduction to Marketing (Course
development with USG ECampus)

International Business
Services Marketing
Retailing
Social Media Marketing
Principles of Management and Marketing
Leveraging Social Media for Employer
Branding
Managing Crisis in Social Media
Personal Branding in Social Media

Graduate Classes

Consumer Behavior (UWG)
Sales Management (UWG)

Social Media Marketing
International Marketing
Service Marketing
Communication
Managerial Skills
Strategic Management (TA)
Management Simulations (TA)

Quality Matters Course Certifications

Advertising Practices course (MKTG 3809)

International Marketing course (MKTG 4866)

Related Qualifications

- 2020-2022** Chancellor's Learning Scholar
- 2019** Governor's Teaching Fellowship
- 2017** Teaching Online Certificate
Quality Matters <https://www.qualitymatters.org/>
- 2017** Quality Matters-Certified Peer Reviewer
(Higher Education - Online Courses)
Quality Matters
- 2015** University Pedagogical Studies
University of Vaasa