



MANAGEMENT
IN ECONOMY 4.0

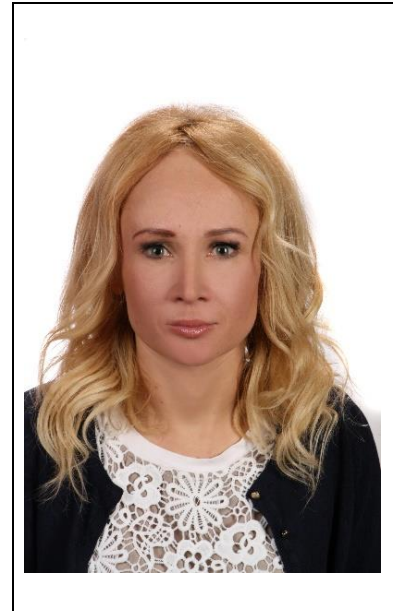


FACULTY OF MANAGEMENT
University of Białystok



leadership and vision

Biography



Anna Jasiulewicz

Name and surname

Warsaw University of Life Sciences (WULS), Institute of Management

University/company/unit
represented

Scientific: digital marketing and management, consumer behavior,
sports marketing. Non-scientific: running

Scientific and non-scientific
interests

International Association of Computer Investigative Specialists
(IASICS)
Research Culture Society
Polish Scientific Marketing Society (PNTM) (since 2015)
Association of Agricultural Economists and Agribusiness (SERiA)
International Society for Horticultural Science (ISHS) (until 2010)
Association for Study of East European Economies and Cultures (until
2013

Memberships (optional with
information on which years)



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Jasiulewicz A., Fatih C., Lemanowicz M. (2024): Word of mouth, attitude, and digital trust in social media in relation to online shopping intentions [in.]: Privacy, Trust and Social Media / Paliszkievicz J., Chen K., Gołuchowski Jerzy (red.), Routledge, 104-117

Jasiulewicz A., Svenson F., Wyrzykowska B.(2023): Antecedents of digital trust in online shopping , [in.]: Trust, Digital Business and Technology. Issues and Challenges / Paliszkievicz J., Guerrero Cusumano J,L., Gołuchowski J. (red.), 2023, New York, Routledge, 217-230

Jasiulewicz Anna, Pietrzak Piotr, Wyrzykowska Barbara (2022): Trust and the Digital Economy: A Framework for Analysis , [in:] Trust, Organizations and the Digital Economy. Theory and Practice / Paliszkievicz J., Chen K. (red.), 2022, Taylor & Francis Group, s.96-107

Selected publications (2-3
most important)

A sentence about Economy 4.0 and/or the conference:

Economy 4.0 is a true game-changer, where cutting-edge technology, AI, and data analytics converge to revolutionize industries, ignite innovation, and redefine the future of work and productivity.