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Book Review:

Kształtowanie relacji na polsko-czeskim transgranicznym rynku usług kultury [Shaping relations on the Polish-Czech cross-border market of cultural services] by Łukasz Wróblewski, Warsaw: Polskie Wydawnictwo Ekonomiczne, 2020

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Magdalena Sobocińska is a professor at Wroclaw University of Economics and Business and Lodz Film School. She specializes in issues related to the use of the internet in marketing, marketing communication, marketing research, the functioning of the cultural sphere, consumption development processes, sustainable development and the marketing of organic products. She is the author or co-author of over 200 publications in these fields in the form of monographs, chapters in monographs and textbooks, and articles. She is the recipient of the award of the Minister of Science and Higher Education for her doctoral dissertation "Consumer behaviour in the market of cultural goods", and her postdoctoral monograph "Conditions and prospects for the development of market orientation in cultural entities" was awarded in a competition for scientific works on management issues by the Polish Academy of Sciences. She co-edited eight issues of Scientific Papers of Wroclaw University of Economics and three monographs devoted to the issues of marketing research, and guest editor of the special issue "New Technologies in Customer Value Management in the Perspective of Sustainable Development" as part of *Sustainability* journal. She is a member of the board of the international scientific committee of *Cultural Management: Science and Education*, published by Logos Verlag Berlin.

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