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## **Book Review:**

### ***Introduction to arts management by Jim Volz, London, Oxford, New York, New Delhi, Sydney: Bloomsbury, 2017***

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Krystyna Mazurek-Łopacińska, a professor of economic sciences, since 1994 the head of the Department of Marketing Research at Wrocław University of Economics. A director of the Marketing Institute in the years 2011 and 2016. She completed internships at the University of Lille, Ecole Internationale des Affaires in Marseille and at the University of Paris - Evry. She is one of the leading specialists in Poland in the field of marketing research, customer orientation in the enterprise and consumption economics. Her scientific and research interests also include marketing strategies, intercultural marketing communication and marketing in culture.

Scientific achievements involve over 300 items (monographs, textbooks and articles), including her books in the field of Consumer Behavior that were awarded by the Minister of Higher Education. She is also an editor and a co-author of the monograph entitled "Culture in a Market Economy", 14 monographs and scientific papers devoted to the issues of methodology and applications of marketing research as well as a series of textbooks, the latest published by PWN and entitled "Marketing Research. Methods, Techniques and Application Areas in the Modern Market" (2016).

The head of Postgraduate Studies for managers "Marketing management for managers in the field of culture and recreation" at Wrocław University of Economics (1998-2008).

The external examiner for Nottingham Trent University (2007 - 2013). As a recognized expert she was a member of the Permanent National Center of Science Team (2012-2015) and is currently a member of the Organization and Management Committee of the Polish Academy of Sciences.

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