

Professor Roman Emanuel Niestrój

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The Professor's scientific fields of interests is marketing management

The Professor's research project contribution:

The state and prospects for the development of the marketing concept in Poland.

Models of the composition of marketing instruments.

Macroeconomic aspects of marketing impact on market.

Brand capital

Publications:

Roman E. Niestrój (2018), Market theories and value creation and exchange processes [in:] New concepts in marketing and market science, Publishing House of the University of Economics in Katowice, p. 47 – 57

Roman E. Niestrój (2017), The macroeconomic aspect of researching the level of market orientation of enterprises [in:] Golden Book for Professor dr hab. Marian Strużycki on the occasion of the renewal of the doctoral degree in economics; red. nauk Anna Skowronek-Mielczarek, Publishing House - Szkoła Główna Handlowa, p.243 – 251.

Roman E. Niestrój (2015), Market orientation of small enterprises, [in:] Marketing of small Polish enterprises after 25 years of market economy, red. R.E. Niestrój, K. Kapera, M. Kuziak, Foundation of the University of Economics in Krakow, p. 23 – 31.

Roman E. Niestrój (2015), Innovation and entrepreneurship in the process of increasing the competitiveness of enterprises; red. R.E. Niestrój, V. Maráková V., Z. Dacko-Pikiewicz, WSB University in Dąbrowa Górnicza.

Roman E. Niestrój (2014), The cyclical conditions of marketing strategies - Poland's experience in 2000-2013, Marketing and Market, No. 8. Key success factors and company orientation

Roman E. Niestrój (2014), Key success factors and enterprise orientation (2014), [in:] Marketing of Polish enterprises in the 25th anniversary of the market economy, red. R. E. Niestrój, P. Hadrian, Foundation of the University of Economics in Krakow, p. 29-34.