

Expression of Interest for hosting Marie Skłodowska – Curie Postdoctoral Fellow at the University of Lodz

1. DEPARTMENT INTERESTED IN HOSTING POSTDOCTORAL FELLOWS

Faculty: Faculty of International and Political Studies
Department: Department of International Marketing and Retailing
Contact person – potential Supervisor (name, e-mail address, position in organisation, phone number): Paweł Bryła, pawel.bryla@uni.lodz.pl, Professor, +48 42 665 58 30
Website: <https://www.uni.lodz.pl/en/employee/pawel-bryla>

2. SCIENTIFIC AREA:

- Chemistry
- Economic Sciences
- Information Science and Engineering
- Environmental and Geosciences
- Life Sciences
- Mathematics
- Physics
- Social Sciences and Humanities

3. SHORT SUMMARY OF THE HOSTING DEPARTMENT:

Activities and expertise

The Department is an interdisciplinary unit specializing in broadly understood international business issues. Various aspects of marketing strategies and consumer behavior are the subject of both research interests and courses taught.

Prof. Bryła is an internationally recognized expert in the field of food marketing. His research interests revolve around consumer behavior, marketing strategies as well as international student mobility. He has led three research projects funded by the National Science Centre, two research projects funded by the Polish Ministry of Science and Higher Education within the Luventus Plus program, and headed the Polish team in an international research project: MERGE, funded by the European Commission. Currently, he is the Principal Investigator in an Opus research grant on the policy of promoting healthy nutrition. He has authored over 130 publications, including articles in high-ranking international journals (including *Appetite*, *British Food Journal*, *Quality Assurance and Safety of Crops & Foods*, *Academy of Management Learning and Education*, *Studies in Higher Education*, *Decision*) and books in English, coordinating international teams of authors. Recently, he has co-authored a book on consumer ethnocentrism and country-of-origin effect on the food market, published in Routledge. He is the supervisor of one completed PhD and two PhD theses in

progress (both in English). He was a reviewer of a PhD in Finland (University of Vaasa) as well as 1 habilitation and 3 PhDs in Poland. He is an editorial board member of international journals, including: *European Journal of International Management*, *Central European Management Journal*, *Marketing and Management of Innovations*. He received the 20th Anniversary Award for an article in the *AIB Insights* magazine, the Inaugural Best Reviewer Award in the *European Journal of International Management*, the Award of the Presidium of the Branch of the Polish Academy of Sciences and the Conference of Rectors of Lodz Public Universities, and some other awards for academic excellence. In Google Scholar, he has 2325 citations, with the Hirsch index of 23. Three times he has been included in the list of 2% of the most frequently cited scientists in the world. ORCID: 0000-0003-1535-5659. Researchgate profile: <https://www.researchgate.net/profile/Pawel-Bryla>

Involvement in EU-funded research and training programmes/actions/projects

Mobility and Employability Research for Generation Erasmus, EU Erasmus Multilateral Projects, Project number 518352-LLP-1-2011-1-UK-ERASMUS-ESMO.

Member of CA20115 COST (European Cooperation in Science & Technology), ENIS (European Network on International Student Mobility: Connecting Research and Practice): WG1: Global ISM flows and trends at the macro level, WG4: The impact of ISM on graduates' careers.

Masters of Didactics under the "Knowledge. Education. Development" Operational Program, co-financed by the European Social Fund, Project number POWR.04.03.00-00-0074/17.

Key research facilities

Information about the Faculty: <https://www.wsmip.uni.lodz.pl/en/>.

Intersectoral secondments optionsⁱ

YES NO

4. PROPOSED PROJECT TOPIC

All topics related to:

- marketing strategies,
- consumer behavior,
- international business,
- international student mobility,
- food policy,
- agricultural policy,
- diet and nutrition,
- retailing,
- sustainable consumption,
- rural development.

5. VALID FOR THE FOLLOWING HORIZON-MSCA--PF CALL:

2024

2025

2026

2027

MSCA Postdoctoral Fellowships are selected by EC on the basis of annual calls for proposals. Forthcoming and open calls for proposals can be found on the Funding & tender opportunities Portal of the European Commission

6. DO YOU CONSIDER THE NEED OF ON-SITE MEETING DURING THE APPLICATION PROCESS?

YES NO

ⁱ Within non-academic organizations (enterprises, hospitals, government institutions, cultural institutions, non-governmental organisations such as foundations, associations or other legal entities) – may be planned during the project provided they are in line with the Guide for applicants regulations of the corresponding call.