

JOANNA MINKIEWICZ

PERSONAL INFORMATION

- Nationality: Australian
- DOB: 21st May 1973
- Place of Birth: Lublin, Poland

EDUCATION & QUALIFICATIONS

- **PhD (Marketing)**
Commenced 2008
Melbourne Business School
- **Bachelor of Honours (Marketing)**
2007
Monash University, Caulfield Campus
First class honours
- **Bachelors Degree – BBus (Marketing)**
1992-1995
Monash University, Caulfield Campus
- **Bachelors Degree - Arts – (Major – Psychology, Minor – German)**
1992-1995
Monash University, Caulfield Campus
- **Certificate IV Workplace Training & Assessment**

PUBLICATIONS

- **Minkiewicz, J.** Bridson, K and Mavondo, F. (2007) Corporate Brand Identity and Image Congruence in the Leisure Services Sector: A Stakeholder Perspective, *2007 ANZMAC Proceedings: “3r’ – Reputation, Responsibility and Relevance”*, Australia and New Zealand Marketing Conference, New Zealand
- **Minkiewicz, J.** Bridson, K (2007) The Relevance of Role Models to older Aged Generation Y consumers, *2007 ANZMAC Proceedings: “3r’ – Reputation, Responsibility and Relevance”*, Australia and New Zealand Marketing Conference, New Zealand
- **Minkiewicz, J.** Evans, J and Bridson, K. (2008) Building Brand Identity: Does it Pay? An Investigation into Cultural and Recreational Services, *2008 ANZMAC Proceedings: Shifting focus from the Mainstream to*

Offbeat, Australia and New Zealand Marketing Conference, New Zealand

Minkiewicz, J., Evans, J, Bridson, K and Mavondo, F (2008) An investigation of corporate image, customer satisfaction and loyalty – more than just monkey business, *2008 ANZMAC Proceedings: Shifting focus from the Mainstream to Offbeat*, Australia and New Zealand Marketing Conference, New Zealand

AWARDS

- Ian Kirk PhD Scholarship
- Best Paper: Sports, Arts, Heritage Marketing and Tourism Marketing Track, 2008 Australia and New Zealand Marketing Conference, New Zealand

RESEARCH EXPERIENCE

- 2005 – current Research Assistant
- I am involved in various research assistant tasks related to the research of case study and other material to be used for text books and unit guides for various marketing subjects.

WORK EXPERIENCE

2006 – current Deakin University

- On campus sessional tutor over many subject areas in the Marketing degree including international marketing, market research and business communication.
- On-line moderation and tutoring of a number of subjects in the marketing degree including marketing management and consumer behaviour

2003 - 2005 Evergreen Commercial Group

Director

- The company was involved in import and distribution of European products from various industries into the Australian market.

2002-2003 Justified Communications Group (Just Internet)

Human Resources Manager

- Responsible for all human resources functions within the organization including staff training and development, employee and industrial relations, change management.

1998 – 2003 Minki Consulting Services

Director

- Provision of human resources consultancy services, specialising in learning and development, training and education strategies and solutions.
- Clients included:

- Monash University
- Corpskills Australia
- Macintosh International College
- Melbourne Food and Beverage Academy
- Peter Rowland Catering

1998- 2003 Monash University, Department of Marketing, Caulfield Campus

Sessional Tutor

- On campus sessional tutor over many subject areas in the Marketing degree including: International Marketing, Buyer Behaviour, Marketing Theory and Practice.

Subject Facilitator

- Open Learning – Consumer Behaviour

Subject Leader

- Distance Education – Consumer Behaviour
- Involved travel for pastoral visits to Singapore.

REFERENCES

Dr. Kerrie Bridson, Senior Lecturer, Deakin University

Ph: (03) 9244 6275

Professor Felix Mavondo, Associate Professor, Monash University

Ph: (03) 9905 9249

LANGUAGES

Polish

English

German