

# JOANNA MINKIEWICZ

## PERSONAL INFORMATION

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- Nationality: Australian
- DOB: 21<sup>st</sup> May 1973
- Place of Birth: Lublin, Poland

## EDUCATION & QUALIFICATIONS

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- **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

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| Journals    | ▪ <b>Minkiewicz, J</b> , Evans, J, Bridson, K and Mavondo, F (forthcoming). Corporate Image in the Leisure services sector, <i>Journal of Services Marketing</i>  |
| Conferences | ▪ <b>Minkiewicz, J</b> , Evan J and Bridson, H (2009). Co-creation in the heritage sector, <i>2009 ANZMAC Proceedings: Sustainable Management and Marketing</i> , Australia and New Zealand Marketing Conference, Melbourne   |
|             | ▪ <b>Minkiewicz, J</b> , Evans, J and Bridson, K. (2008) Building Brand Identity: Does it Pay? An Investigation into Cultural and Recreational Services, <i>2008 ANZMAC Proceedings: Shifting focus from the Mainstream to Offbeat</i> , Australia and New Zealand Marketing Conference, Sydney |
|             | ▪ <b>Minkiewicz, J</b> , 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, Sydney

- **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

#### AWARDS

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- 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

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- 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.
- I have been involved in various academic research projects including the on-going management of a survey research project, analysis and reporting of statistical research data for an executive audience

#### WORK EXPERIENCE

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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

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Dr. Kerrie Bridson, Senior Lecturer, Deakin University

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E: [Kerrie.bridson@deakin.edu.au](mailto:Kerrie.bridson@deakin.edu.au)

Professor Felix Mavondo, Professor, Monash University

Ph: (03) 9905 9249

E: [felix.mavondo@buseco.monash.edu.au](mailto:felix.mavondo@buseco.monash.edu.au)

## LANGUAGES

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Polish

English

German