

ECSM 2022

9th European Conference on Social Media

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Mini Track on The influencer in social media. Who is that?

Mini Track Co-Chairs: Dr Justyna Żywiołek & Dr Joanna Rosak-Szyrocka,
Czestochowa University of Technology, Poland



Influencer, a profession of the future or a trickster? Social media has created a new profession. Someone who promotes products and learns the principles of marketing from their followers. Someone who speaks the language of the recipient is often an idol or a famous figure from the world of show business. Can this form of promotion be managed? What are the advertising rules? I would like the mini track to answer questions about communication, marketing, advertising, promotion management, and to talk about the barriers and hardships of this work, also related to hate.

Suggested topics include but are not limited to:

- Social media as a place of aggressive advertising
- Influencers as an advertisers
- Policy of building audiences in social media
- Threats in the work of an influencer
- Responsibility and regulation of influencers
- Brand as a person - image building in social media



Justyna Żywiołek is a doctor of engineering at the Faculty of Management of the Częstochowa University of Technology. She deals with the management of information and knowledge, and their security. Justyna is also a personal data protection inspector and an auditor of the ISO 27000 standard. She is interested in the use of Big Data, Internet of Things for security management systems. She is guest editor of many international magazines. Justyna is the co-author of over 150 publications, including articles published in peer-reviewed journals, book chapters, conference materials, and research reports.



Dr Joanna Rosak-Szyrocka, is a Lecturer at Częstochowa University of Technology in Poland, the Vice President of the Qualitas Foundation and a member of the Polish ISO 9000 Forum Club. Joanna has authored/co-authored 221 scientific publications in prestigious journals, chapters in monographs and conference materials as well as co-authoring 20 scientific monographs. She has been a participant of the Erasmus + international exchange, during which she conducted a series of international lectures in England, Slovenia, Slovakia and Italy.

<https://www.researchgate.net/profile/Joanna-Rosak-Szyrocka> <https://orcid.org/0000-0002-5548-6787>

Submission details

In the first instance a 300 word abstract is required as soon as possible. Submissions must be made using the online submission form at: <https://www.academic-conferences.org/conferences/ecsm/ecsm-abstract-submission/>

If you have any questions about this track please email the mini track co-chairs: justyna.zywiolek@wz.pcz.pl
joanna.rosak-szyrocka@wz.pcz.pl

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