



Birth 27/05/1979|
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Interests media management, media marketing, news technologies, D&I, FOMO

Work Experience

- Since 2025** Vice-President of the European Media Management Association (emma)
2024-2025 member of the working group of the Ministry of Digital Affairs on the protection of minors from harmful content
2023-2024 Board member of the European Media Management Association (emma)
2022-2024 Deputy Director of the Doctoral School of Social Sciences, University of Warsaw
 Management of the team responsible for the new curriculum at the Doctoral School of Social Sciences. Organization of interdisciplinary conferences. I supported the inauguration of the academic year and worked on improving relations with faculties.
2021-2024 Member of the Council of the Doctoral School of Social Sciences, University of Warsaw
Since 2021 Associate professor at the Faculty of Journalism, Information and Book Studies, the University of Warsaw
- **Author/co-author of over 70 papers** and **Active participant in over 80 scientific events**
 - **Erasmus+ and CEEPUS participant:** guest lectures in Romania, Italy, Belgium, Finland, and Slovakia (short-term)
 - **Recipient of the research fellowships** at the University of Rzeszów and Jagiellonian University
 - **Recipient of the Poland Fellowship Program** at Johannes Gutenberg University Mainz (long-term, 2025)
 - **Active reviewer** of academic papers, BA & MA theses and doctoral dissertations
 - **Supervisor** of over 100 BA & MA theses and three PhD theses (the first doctoral student defended with distinction in 2024)
 - **Member of editorial & scientific boards:** *Journal of Media Business Studies*, *Reviewers Board for Future Internet, Sustainability, Frontiers in Communication*; scientific boards of *Dziennikarstwo i Media*, *Styles of Communication*, *Revista Multidisciplinar*, *Journal of Creative Industries and Cultural Studies*
 - **Member of organizations:** EMMA, IAMCR, IMMAA, Polish Communication Association
 - **Organizer or co-organizer** of over 50 events, including EMMA 2018, Media Industries 2024 (UK), EMMAhub2.0 (Germany), Digital Democracy Summit (Belgium), Regional ICA 2024, and WMEMC 2025
 - **Initiator and manager of the new emma format: The Knowledge-Share Communities** (#university&emmahub), co-organized by EMMA, WDIB UW, and the City of Warsaw. The event was held under the patronage of the Rector of the University of Warsaw and the Mayor of Warsaw. In 2023, nearly 40 scholars from 18 countries worked on comparing media responses to the war in Ukraine from a management perspective.
 - **Manager of "The World Media Economics and Management Conference 2025"** (www.wmemc2025.wdib.uw.edu.pl), co-organized by WDIB UW and the City of Warsaw, under the honorary patronage of the Rector of the University of Warsaw and the Mayor of Warsaw. The event is supported by 20 institutional, media and business partners. The conference is one of the most significant global events for academics in media management. We organize 40 panels for 150 participants, two concerts, three networking parties and Warsaw sightseeing. The outcomes include special issues in the *Journal of Media Economics* and the *International Journal of Media Management*.
 - **Research grants: 2022-2023, "Managing Newsroom Diversity".** Member. The project funded by the Norwegian Funds through the POLS Basic Research Program and managed by the National Science Centre (NCN). **Since 2018, "FOMO: Poles and the Fear of Missing Out".** Project leader. I manage a team of nine. Partners include Google Poland (formerly) and NASK (government agency - currently). **"Social Senior – (Non)Inclusiveness of the Digital World Towards Seniors and Aging Societies".** Project leader. (three-person team). Funded through Action "Mobility and Inequalities Through the Lens of New, Digital Data Sources". **"Media Management: An Educational Approach. Mapping and Identifying the Needs of the Academic Community in Poland".** Project leader. (seven-person team). In addition to scientific goals, the data will support the establishment of media management as a sub-discipline within media sciences. Funded by IDUB (PSP 501-0127-20-7004310)
- 2013-2015** Lecturer at the Social Academy of Science (private higher institution)
2003-2013 Lecturer, Faculty of Journalism and Political Science at the University of Warsaw
2010-2017 Dean's Plenipotentiary for Promotion, University of Warsaw.
2005-2010 PR Specialist in RMF FM (the biggest commercial radio station in Poland)
2007 Public Relations Advisor to the Mayor of Krosno
2005, 2023 PR specialist in OnBoard PR and PR Account Executive Assistant in Spin Communications

Awards

- 2011** Golden Wings from *Dziennik Gazeta Prawna* and KPMG for the book *Marketing Medialny in the Management* category
2011, 2012, 2017 Dean's Award for Organizational Work
2019 Rector's Individual Award (3rd degree) for Academic and Teaching Achievements
2019 Rector's Annual Scholarship for Outstanding Academic and Teaching Achievements
2021, 2022 Dean's Award for Academic and Teaching Achievements
2023 Title of Ambassador of Polish Congresses (awarded by the Polish Tourism Organization)

Education

- 2021** Promotion to Professor of the University
2019 Habilitation degree in the discipline of Social Communication and Media Studies
2003-2009 Doctorate degree. Defense with distinction
2003: MA thesis with distinction. Graduated as one of the top students at the University of Warsaw (GPA: 4.94).

Additional information

- Language** Fluent in English, both spoken and written; basic proficiency in German, both spoken and written
Skills High management and communication skills; proficient in computer usage, including Office, Canva, social media; basic of CMS.