



NAMIUBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY

**Department: Corporate Engagement
and Internationalisation**

Public Lecture

by **Dr Piotr Krowicki**

Marketing of Social Innovations

The lecture introduces the principles and practices of marketing in the context of social innovations - novel solutions addressing social, environmental, or economic challenges. It explores how marketing strategies can be adapted to promote initiatives that prioritize impact over profit. Through case studies and real-world examples, students will learn how to position social innovations, engage stakeholders, and communicate value to diverse audiences. The lecture emphasizes the role of storytelling, purpose-driven branding, and community involvement in driving adoption and long-term sustainability.

About the Speaker

Dr Piotr Krowicki manages retail marketing at Globalworth, a leading real estate owner in Central and Eastern Europe. Professionally, he is mainly dedicated to Hala Koszyki in Warsaw, Poland, a popular meeting place and cultural events venue. Dr Krowicki has authored several publications on topics including the promotion of Poland, marketing events, customer engagement, and value creation for customers. He is the Co-author of *Shopping Center Marketing: Routledge Creation and Customer Engagement*, published by Routledge.



Dr Krowicki is a graduate of International Relations at the University of Warsaw, postgraduate studies in Marketing at the Warsaw School of Economics (SGH), and the Interdisciplinary Doctoral Studies Program at WSB university. He has also studied at the University of Wrocław and the Paris Institute of Political Studies. Piotr holds a PhD in Social Sciences in the discipline of Management and Quality Studies.



Thursday, 18 September 2025



18:00



Classroom H, Harold-Pupkewitz Graduate School of
Business, 3rd Floor, Science and Technology Building,
NUST Lower Campus



Follow the link below
or scan the QR code to
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