

## **Prof. Dr. Jolanta Kowal**

### **Jungian Analyst (IAAP), Professor of Social Sciences**

Prof. Jolanta Kowal, Ph.D., D.Sc., is a certified Jungian analyst and supervisor (IAAP), Associate Certified Coach (ICF) with private practice, and full professor at the University of Wrocław, Poland, where she is the Head of the Center for Personality Development at the Institute of Psychology. Her interdisciplinary academic background encompasses social sciences, psychology, economics, and management, with a particular focus on symbolic processes, economic behavior, and the psychological dynamics of transformation.

As President of the Polish Association for Analytical Psychology (PTPA), Senior President of the Polish AIS Chapter, Board Member of AJAP, and Vice President for Research at SIG GLOBDEV (AIS), she integrates Jungian analytical psychology with socio-economic systems and organizational thought.

Her research lies at the intersection of **depth psychology, psychoanalysis, economic psychology**, and the cultural and symbolic implications of information and communication technologies. She has authored over 140 peer-reviewed publications and has presented at prestigious academic conferences, including Jungian conferences organized by the IAAP and IAJS, as well as AMCIS, HICSS, and IEEE.

Prof. Kowal serves on the editorial boards of several international journals, including *Polish Journal of Applied Psychology*, *Information Technology for Development*, *Information Systems Management*, *EJISDC*, and *IJPINT*. Her projects have received funding from institutions such as the European Commission, the National Centre for Research and Development, and the State Committee for Scientific Research in Poland.