

Agnieszka (Aga) Koziel 葛妮詩

Assistant Professor

Department of International Business
National Taipei University of Business, Taipei, Taiwan
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Research Interests

- International economics and global development dynamics
- Macroeconomic dimensions of sustainability and structural transformation
- ESG integration and sustainable capital allocation
- Impact measurement and management in global business systems
- AI-enabled impact forecasting and corporate reporting analytics
- International trade and cross-border industrial systems
- Digital transformation, fintech, and global market behavior

Academic Background

Ph.D. Business Administration (Big Data & Impact Assessment Management)

National Central University, Taiwan, 2024

Thesis: Occupational Health and Safety Insights from Taiwanese Semiconductor Reports: A Text Mining Approach

M.S. Management (Project Management & Innovation)

Wroclaw University of Science and Technology, Poland, 2017

Thesis: Comparative Analysis of the Organization of Management Strategies in Enterprises Between Poland and China

Scholarship Recipient — Chinese Culture & Society

Fudan University, Shanghai, China, 2017

Scholarship Recipient — Chinese Culture

South China University of Technology, China, 2016

Postgraduate Studies in International Business: China and the European Union

Opole University of Technology, Poland, 2014

Thesis: Human Resources Management in China

B.A. International Economic Management

Wroclaw University of Economics, Poland, 2014

Thesis: Impact of Provincial Inequality on China's Economic Growth

Professional Experience

AIMR Associate Editor

Asian Institute for Impact Measurement and Management (AIMR), Taiwan (Aug 2022 – Present)

- Directing the strategic roadmap and digital presence for a leading pan-Asian impact measurement platform.
- Ensuring high-level editorial integrity and alignment with global impact measurement and management tools and strategies for international contributors.

Academic Program Manager

Graduate College for Sustainability and Green Energy, Taiwan (2024 – 2025)

- Managed program operations and administrative functions,
- Designed and managed program evaluation, policy implementation, strategic planning, marketing and promotion, event planning, and organization.
- Planned and scheduled program-related courses

Teaching Assistant

National Central University, Taiwan (2019 – 2024)

- Statistics courses; Information Management Systems (SAS); Information Management Systems (Salesforce).

Research Assistant

National Central University, Taiwan (2019 – 2024)

- Conducted quantitative analysis in engineering management, supply chain decision models, and smart manufacturing.
- Participated in ESG framework evaluation and data analysis related to manufacturing industries.

Project Manager

Asian Institute for Impact Measurement and Management, Taiwan (2022 – 2024)

- Managed international projects and activities organized by the Asian Institute of Impact Management and Measurement.
- Organized and facilitated workshops on impact measurement and management.

Chief Executive Officer

ChinaWay Guangzhou Ltd., China (2016 – 2018)

- Led business development, achieving a 300% increase in company revenue.
- Directed supply chain negotiations and international trade management in manufacturing and quality management.

Publications

Koziel, A.M. and Shen, C.-w. (2025), "Psychographic and demographic segmentation and customer profiling in mobile fintech services," *Kybernetes*, Vol. 54 No. 2, pp. 1262-1288. <https://doi.org/10.1108/K-07-2023-1251>

A. Maria Koziel, C.-W. Shen, I. Djailani and Y.-L. Chang, "Beyond Social Norms: Psychological and Hedonic Drivers of Metaverse Adoption Among Generation Y," in *IEEE Access*, vol. 13, pp. 78441-78460, 2025, doi: 10.1109/ACCESS.2025.3563758

Shen, C.-w., **Koziel, A.**, Cheng, Y.-h. (2024). Topic Discovery on Sustainable Smart City Development. In *Research and Innovation Forum 2023 (RIIFORUM 2023)*. Springer Proceedings in Complexity. https://doi.org/10.1007/978-3-031-44721-1_11

Koziel, A. (2024). Leveraging IRIS metrics for comprehensive sustainability reporting with GRI G4 guidelines. *AIMR*, Volume 3(1). <https://doi.org/10.30186/AIMR.202406.0007>

Shen, C.-w., **Koziel, A.M.**, Yeh, T.-h. (2023). Research Development on Assistive Technology: A Network and Concept-Linking Analysis. In *Research and Innovation Forum 2022 (RIIFORUM 2022)*. Springer Proceedings in Complexity. https://doi.org/10.1007/978-3-031-19560-0_8

Koziel, A., Shen, C.W. (2023). Navigating Impact Measurement and Management: Harnessing the Power of Impact-Weighted Accounts. *Asian Impact Management Review*, Volume 2(1), Summer 2023. <http://doi.org/10.30186/AIMR.202307.0008>

Shen, C.W., **Koziel, A.M.**, Wen, C. (2022). Application of Hyperledger Blockchain to Reduce Information Asymmetries in the Used Car Market. In *ACIIDS 2022*. LNCS, vol 13758. Springer. https://doi.org/10.1007/978-3-031-21967-2_40

Shen C.W., **Koziel A.** (2022). Impact Measurement and Management Principles, Frameworks, Standards, and Metrics. *Asian Impact Management Review*, Fall 2022. <http://www.doi.org/10.30186/AIMR.202201.0008>

Shen, C.-w., **Koziel, A.** (2021). "Public Policy for Social Value Creation in East Asia." In *Generation Impact*. Emerald Publishing Limited, Leeds, pp. 163-175. <https://doi.org/10.1108/978-1-78973-929-920200017>

Professional Certifications

- Me+AI Certificate, CampusAI (2024) — Prompting, collaboration roles, ethical/safe AI
- Text+AI & Metalayers, CampusAI (2025) — Structured prompting, custom GPTs, evaluation/governance
- SVI Social Value Associate (Level 1), Social Value International (2023)
- Social Responsibility Planner (14h), Chinese ERP Society (2023)
- Sustainability Impact Planner (8h), Asian Institute for Impact Measurement & Management (2024)
- TOCFL – Test of Chinese as a Foreign Language, Band B, Taiwan (2019)
- IELTS – International English Language Testing System (2019)
- HSK 6 – Chinese Proficiency Test (2018)