



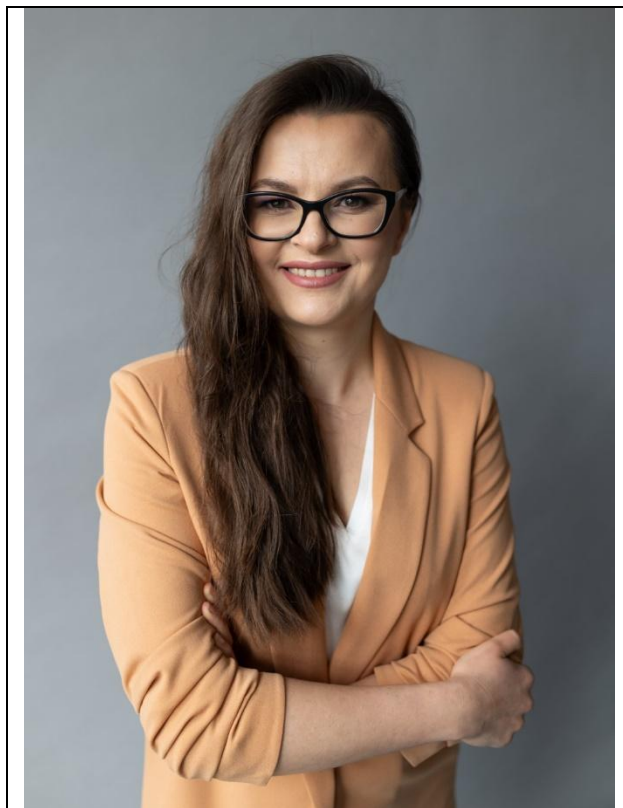
ZARZĄDZANIE  
W GOSPODARCE 4.0



FACULTY OF MANAGEMENT  
University of Białystok



## Biography



Monika Ratajczyk

Name and surname

Maria Curie-Skłodowska University in Lublin (Poland)

University/company/unit  
represented

Packaging, managing, consumer behavior, psychology

Scientific and non-scientific  
interests

Polskie Naukowe Towarzystwo Marketingu (Polish Scientific Marketing Society), Członek Zespołu ds. Monitoringu i Ewaluacji ESK Lublin 2029 (Member of Monitoring & Evaluation Team of ECoC Lublin 2029)

Memberships (optional with  
information on which years)

Ratajczyk, M. (2025) "From traditional packaging to packaging 5.0: redefining the role of packaging in Industry 4.0 and Industry 5.0", Economics and Environment, 94(3), p. 948. doi:10.34659/eis.2025.94.3.948.

Selected publications (2-3  
most important)

Ratajczyk, M Opakowanie jako narzędzie oddziaływania na nabywców. Zarządzanie opakowaniem w przedsiębiorstwie, PWE, 2021



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leadership and vision

Kowalska A, Ratajczyk M, Manning L, Bieniek M, Maćik R. "Young and Green" a Study of Consumers' Perceptions and Reported Purchasing Behaviour towards Organic Food in Poland and the United Kingdom. Sustainability. 2021;13:1–23.

**A sentence about Economy 4.0 and/or the conference:**

Economy 4.0 is an important concept. However, the transition to it cannot be done without considering ecological issues or HCD (Humanity-Centred Design). This is very evident in my field, which is packaging management.