



ZARZĄDZANIE
W GOSPODARCE 4.0

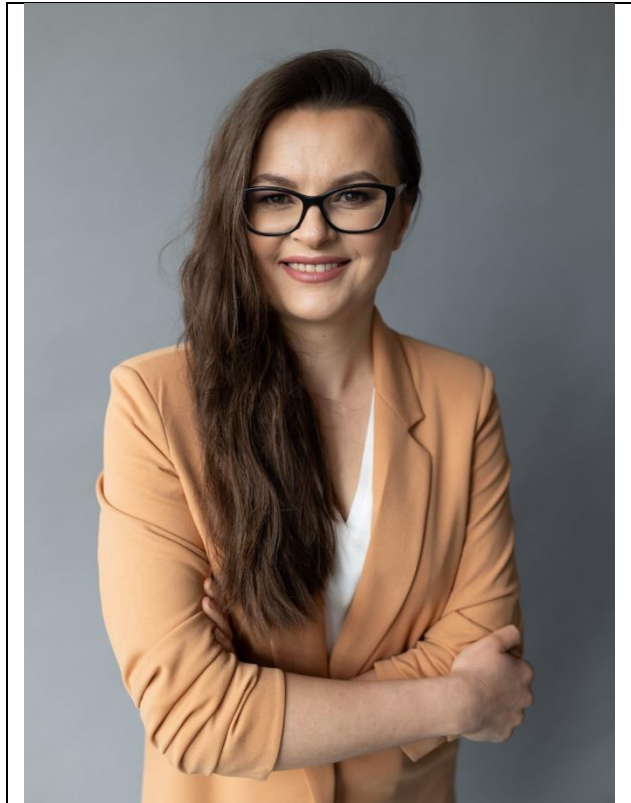


FACULTY OF MANAGEMENT
University of Białystok



leadership and vision

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)

Memberships (optional with
information on which years)



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

Selected publications (2-3
most important)

Kowalska A, Wojciechowska-Solis J, Bieniek M, Ratajczyk M, Manning L.
Declared non-buyers of organic food: A study of young British and Polish
consumer profiles. *Ekonomista*. 2023;28–50.

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.