

Spis treści

| | |
|---|----------|
| Introduction | 7 |
| Part 1 | |
| CONSUMER BEHAVIOR | 8 |
| 1. THE ROLE OF INTERNAL ASSESSMENT IN HIGHER EDUCATION QUALITY IMPROVEMENT | 9 |
| Andrzej Chochół, Olga Hnatyszak | |
| 2. ART IN MANAGEMENT | 21 |
| Bożena Filas | |
| 3. PROBIOTIC FOOD IN RATIONAL NUTRITION IN CONSUMERS' OPINION | 30 |
| Bożena Borycka, Monika Grabowska | |
| 4. THE REUSE OF FOOD IN THE HOUSEHOLDS IN THE OPINION OF RESPONDENTS | 43 |
| Izabela Cichocka, Jan Krupa, Andrzej Mantaj | |
| 5. ANALYSIS OF THE CONSUMPTION OF SELECTED FOOD PRODUCTS THROUGH THE CONCEPT OF MARKET SEGMENTATION | 59 |
| Julia Szutowska, Daniela Gwiazdowska, Julia Gwiazdowska | |
| 6. SUSTAINABLE CONSUMPTION OF FILTERING FACEPIECE RESPIRATORS DURING COVID-19 OUTBREAK | 75 |
| Pasquale Giungato, Roberto Leonardo Rana, Leonardo Lella, Nicole Nitti, Cosima Cavallari, Caterina Tricase | |
| 7. CHANGES IN THE USE OF MICROWAVE OVENS DURING THE COVID-19 PANDEMIC BY HOUSEHOLDS OF POZNAN UNIVERSITY OF ECONOMICS AND BUSINESS STUDENTS | 84 |
| Krzysztof Melski | |

| | |
|--|-----|
| 8. PURCHASING PREFERENCES OF CRAFT BEER CONSUMERS BEFORE COVID-19 AND COVID-19 DRIVEN CHANGES | 92 |
| Leszek Matuszak | |
| 9. RESEARCH ON CONSUMER PREFERENCES RELATED TO FOOTWEAR USED BY PEOPLE PRACTICING SKATEBOARDING. STATISTICAL ANALYSIS AND SELECTED QUALITATIVE ASPECTS | 103 |
| Adam Miratyński | |
| 10. CONSUMERS' PREFERENCES ON LOW-LACTOSE ICE CREAM MARKET .. | 125 |
| Agnieszka Palka | |
| 11. INFLUENCE OF <i>SPIRULINA</i> ADDITION ON CONSUMER ACCEPTANCE AND FUNCTIONAL PROPERTIES OF YOGHURTS | 143 |
| Hanna Śmigielska | |
| 12. ASSESSMENT OF CONSUMPTION, PREFERENCES AND CONSUMERS AWARENESS IN RELATION TO HOME-MADE PRODUCED ALCOHOLIC BEVERAGES | 160 |
| Karolina Doba, Jacek Stefanowicz, Wojciech Zmudziński | |
| 13. EATING BEHAVIOUR AND ATTITUDES TOWARDS HEALTH BENEFITS OF FOOD AMONG WOMEN AGED 60+..... | 171 |
| Anna Platta, Karolina Śmigaj | |
| 14. A HOLISTIC APPROACH TO FOOD INFORMATION AS AN ELEMENT OF MARKETING COMMUNICATION IN THE PRODUCTION AND TRADE OF FOOD..... | 183 |
| Sylvia Sady, Bogdan Pachotek, Olgierd Głodkowski | |
| 15. WASTE SEGREGATION IN POLISH HOUSEHOLDS | 196 |
| Klaudia Młoda-Brylewska, Krzysztof Melski | |
| 16. CONSUMER ATTITUDES AND IMPORTANCE OF PRODUCT DESIGN DURING SHOPPING FOR SELECTED NON-FOOD PRODUCTS CONSUMER STYLES BY DESIGN | 206 |
| Ľubica Knošková, Petra Garasová | |
| 17. ACTIVE AND INTELLIGENT PACKAGING – AN OVERVIEW BASED ON PUBLICATIONS, PATENTS AND CONSUMERS' OPINIONS | 214 |
| Ryszard Cierpiszewski | |

| | |
|--|-----|
| 18. INTELLIGENT PACKAGING AS A TOOL IN SUPPLY CHAIN TRACEABILITY IN THE FOOD SECTOR | 226 |
| Marta Biegańska | |

Part 2

LOGISTIC AND PRODUCT MANAGEMENT..... 237

| | |
|---|-----|
| 19. S-LCA FOR EVALUATING AN AGRO-ECOLOGICAL MODEL OF ORGANIC CULTIVATION | 238 |
| Giuseppe Martino Nicoletti, Giulio Mario Cappelletti, Carlo Russo, Alfredo Ernesto Di Noia | |
| 20. FACING CIRCULARITY AND SUSTAINABILITY CHALLENGE IN AGRICULTURAL SECTOR – LCA APPROACH TOWARDS ASSESSMENT OF ITS CONSEQUENCES | 246 |
| Tomasz Nitkiewicz | |
| 21. THE ROLE OF PACKAGING IN MODERN SUPPLY CHAINS | 261 |
| Mariusz Tichoniuk | |
| 22. SELECTED ASPECTS OF ROAD TRANSPORT OF FRESH PRODUCTS..... | 272 |
| Magdalena Satora | |
| 23. QUALITY AND FOOD SAFETY MANAGEMENT SYSTEMS IN OFFICIAL STATEMENTS OF SELECTED FOOD SECTOR ORGANIZATIONS OPERATING ON THE POLISH STOCK MARKET..... | 287 |
| Piotr Kafel, Paweł Nowicki | |
| 24. PRICE-AFFECTING QUALITIES OF OXYGEN ABSORBERS EMPIRICAL STUDY | 296 |
| Joanna Olszewska, Dawid Szutowski | |
| 25. ASSESSMENT OF READABILITY OF LABELING NATURAL COSMETIC PRODUCTS..... | 306 |
| Natalia Kozik | |
| 26. RECYCLER'S AUDIT WITHIN CIRCULAR ECONOMY APPROACH..... | 322 |
| Paweł Nowicki, Piotr Kafel | |

| | |
|--|-----|
| 27. FOOD SAFETY MANAGEMENT SYSTEM AS A TOOL FOR REDUCING THE RISK RELATED TO THE ACTIVITY OF AN ORGANIZATION IN THE FOOD CHAIN | 333 |
| Agata Szkiel | |
| 28. THE USE OF THE ISO 14063 STANDARD IN COMMUNICATION PROCESSES WITHIN THE OCCUPATIONAL HEALTH AND SAFETY MANAGEMENT SYSTEM | 351 |
| Joanna Wierzowiecka | |
| 29. HOW BIG DATA IS CHANGING THE FOOD INDUSTRY: THE REAL EXAMPLES | 367 |
| Krzysztof Wójcicki | |
| 30. INNOVATIONS IN BEEKEEPING AS A PART OF PRODUCT MANAGEMENT – IN OPINION OF POLISH BEEKEEPERS | 376 |
| Natalia Żak | |
| 31. PERCEIVED INFLUENCE OF PRODUCT DESIGN AWARDS ON COMPANY PERFORMANCE | 387 |
| Renáta Ševčíková, Ľubica Knošková | |
| 32. ANALYSIS OF THE INFLUENCE OF THE EXTERNAL ENVIRONMENT ON THE PRODUCTION OF TRADITIONAL BULGARIAN SMILYANSKI BOB (SMILYAN BEANS)..... | 395 |
| Sabka Pashova | |
| 33. INCREASE THE EFFICIENCY AND LIFE EXPECTANCY OF PORTABLE ELECTRICAL STORAGE DEVICES | 406 |
| Jacek Czerniak, Anna Gacek | |
| 34. DIRECTIONS OF USING THE KANO MODEL TO IMPROVE THE QUALITY OF PRODUCTS AND SERVICES | 418 |
| Natalia Kłopotek, Przemysław Dmowski, Agata Szkiel | |