

Ewa Jerzyk

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/1664687/publications.pdf>

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17
papers

97
citations

2258059

3
h-index

2272923

4
g-index

19
all docs

19
docs citations

19
times ranked

98
citing authors

#	ARTICLE	IF	CITATIONS
1	Design and Communication of Ecological Content on Sustainable Packaging in Young Consumersâ€™ Opinions. <i>Journal of Food Products Marketing</i> , 2016, 22, 707-716.	3.3	57
2	Consumer perception of packaging: An eye-tracking study of gluten-free cookies. <i>International Journal of Consumer Studies</i> , 2021, 45, 14-27.	11.6	27
3	Consumer engagement and the perception of packaging information. <i>Olsztyn Economic Journal</i> , 2019, 14, 195-207.	0.5	5
4	Neuro-marketing Tools for Assessing the Communication Effectiveness of Life Cycle Based Environmental Labellingâ€™ Procedure and Methodology. , 2018, , 163-173.		4
5	The Nationality and the Type of Celebrities Endorsing Products Versus Ethnocentric Attitudes of Polish Consumers. <i>Eurasian Studies in Business and Economics</i> , 2016, , 501-514.	0.4	3
6	The Effect of a Face on Packaging from the Perspective of Marketing Communication with Older Consumers. , 0, , .		1
7	Fair Trade: Trends for the Future. , 2015, , 175-197.		0
8	A Critical Look at the Application in Practice of Fair Trade. , 2015, , 65-87.		0
9	SUSTAINABLE PACKAGING AS A DETERMINANT OF THE PROCESS OF MAKING PURCHASE DECISIONS FROM THE PERSPECTIVE OF POLISH AND FRENCH YOUNG CONSUMERS. <i>Journal of Agribusiness and Rural Development</i> , 2015, 9, .	0.3	0
10	Possibilities and Limitations of Using Eye-tracking in Behavioral Studies of Older Consumer. <i>Marketing i ZarzÄ...dzanie</i> , 2017, 48, 133-140.	0.0	0
11	Wymiary kreatywnoÅci w obszarze marketingu. , 2017, , .		0
12	The Utility of Neuromarketing in Surveying the Ethnocentric Attitudes of Consumers. <i>Marketing i ZarzÄ...dzanie</i> , 2018, 53, 75-85.	0.0	0
13	On the Way to Food Well-Being. A Critical Analysis of the Food Well-Being Concept and the Possibilities of Its Empirical Verification. <i>Trziste</i> , 2020, 32, 31-48.	0.5	0
14	Consumersâ€™ Ecological Attitudes and Visual Perception of Marking Used on the Food Packaging. <i>Eurasian Studies in Business and Economics</i> , 2020, , 227-237.	0.4	0
15	Demographic Determinants of Consumer Ethnocentrism on the Food Market in Poland. <i>Eurasian Studies in Business and Economics</i> , 2020, , 251-260.	0.4	0
16	A Critical Look at the Application in Practice of Fair Trade. , 0, , .		0
17	Fair Trade. , 0, , .		0