

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