

## FOOD MARKETS 4.0 – AGENDA

**Thursday, 18<sup>th</sup> November 2021**

### **10.00 – 10.30 Opening of the Conference**

prof. dr hab. Anna Gliszczyńska-Święto, Vice-Rector for Educations and Students, Poznan University of Economics and Business

### **10.30 – 11.30 Plenary session**

*“The Future of Food” with the Keynote Speaker:* dr. Bettina von Stamm, a visionary thinker & doer in the field of innovation

Chair: dr Anna Rogala, Poznan University of Economics and Business

### **11:30 – 11.45 Coffee break**

### **11:45 – 13:15 Smart food supply chains – a roundtable session no. 1**

Chair: Marta Cudziło, Head of Logistic Expertise Department, Łukasiewicz Research Network

Panelists:

- Dr. Davide Merulla – Innovation Manager, ZIMT
- Paulina Marzoch – Key Account Manager at Too Good To Go
- Jelena Jovancevic – Senior Research Director, Customer Insights, Kynetec
- mgr inż. Witold Statkiewicz – Łukasiewicz Research Network

### **13.15 – 13.30 Coffee break. Stretch the legs**

### **13.30 – 15.00 Parallel sessions**

#### Session A1 – Papers presentations

Chair: Prof. dr Sunčana Piri Rajh, University of Zagreb, Faculty of Economics & Business

1. *Online and offline information-seeking behavior of university students in the case of subjective judgment of healthy nutrition* – dr András Fehér (University of Debrecen)
2. *The perception and perspectives of new technologies in agriculture* – dr inż. Anna Karmańska (University of Economics in Katowice)
3. *Opportunities of using virtual reality technology to shape the awareness and pro-ecological attitudes of food consumers* – mgr Marcin Gurtatowski (Poznan University of Economics and Business)
4. *Customers' perceptions of drivers and barriers for sustainable consumption. Literature review* – mgr Marta Szaban (Poznan University of Economics and Business)
5. *IoT as a facilitator on the consumer journey to sustainable food behaviours* – dr Anna Rogala, dr hab. Renata Nestorowicz, prof. UEP, dr hab. Ewa Jerzyk, prof. UEP (Poznan University of Economics and Business)

#### Session A2 – Papers presentations

Chair: dr Anna Wielicka-Regulska, Poznań University of Life Science

1. *Building the authority of a food brand on the Internet in the social media era* – prof. dr hab. Mirosława Pluta-Olearnik (Wroclaw University of Economics and Business)

2. *Financial and marketing conditions for the purchase of organic baby food* – dr Magdalena Jarczuk-Guzy (University of Economics in Katowice)
3. *Selected predictors of consumer knowledge about brand nationality on the food market* – dr hab. Paweł Bryła prof. UŁ (University of Lodz)
4. *Personal, social and market determinants of limiting consumers' consumption of food from animal origin* – dr Kamila Szymańska (University of Lodz)
5. *Consumer towards health and nutrition claims* – mgr Sylwia Majcher (Poznan University of Economics and Business)

**15.00 – 15.15 Coffee break**

**15.15 – 16.45 Parallel sessions**

Session B1 – Papers presentations

Chair: dr Meletios I. Niros, University of West Attica

1. *Prospects and challenges to co-creation in food industry – a case study of EIT Food RIS Consumer Engagement Labs project* – dr Anna Wielicka-Regulska, dr Elżbieta Goryńska-Goldmann, dr Michał Gazdecki, mgr Paulina Wiza (Poznan University of Life Science)
2. *Perception of meat produced from stem cells in vitro by Polish consumers in the light of survey research* – prof. dr hab. Stanisław Popek (Cracow University of Economics), dr hab. inż. Bogdan Pacholek (Poznan University of Economics and Business)
3. *Personalization of marketing communication on the food market in the context of personalization-privacy paradox* – dr hab. Aleksandra Kaniewska-Sęba (Adam Mickiewicz University in Poznan)
4. *Digital loyalty strategies during the pandemic that pay-off: empirical evidence from the Greek food market* – prof. dr Meletios I. Niros (University of West Attica, Greece), prof. dr Angelica I. Niros (Athens University of Economics & Business, Greece)

Session B2 – Papers presentations

Chair: dr inż. Elżbieta Goryńska-Goldmann, Poznań University of Life Science

1. *Organic fruit and vegetables in the opinion and behavior of Polish consumers* – dr inż. Joanna Pawlak, dr inż. Wioletta Wróblewska, (Lublin University of Life Science)
2. *Understanding food losses and waste – the case of baking and confectionary sector* – dr Michał Gazdecki, dr inż. Elżbieta Goryńska-Goldmann (Poznan University of Life Science), dr hab. Krystyna Rejman, prof. SGGW (Warsaw University of Life Sciences)
3. *Nutrition and health claims –2000-2020: a systematic literature review* – mgr Marcin Antoniak (Poznan University of Economics and Business)
4. *Sustainable meat consumption in Poland – a near future or never-ending story? A study among organic supply chain players* – dr hab. Renata Nestorowicz, prof. UEP, dr hab. Ewa Jerzyk, prof. UEP, dr Anna Rogala (Poznan University of Economics in Business)

**18.00 – 18.45 Evening event with a competition**

**Friday, 19<sup>th</sup> November 2021**

**10.00 – 11.00 Plenary session**

*"Internet of food"* with the Keynote Speaker: Dr. ir. George Beers, Project Manager of Internet of Food & Farm 2020

Chair: dr Michał Gazdecki, Poznań University of Life Science

**11.00 – 11.15 Coffee break**

**11.15 – 12.45 Attitudes and behaviours of consumer 4.0 – a roundtable session no. 2**

Chair: dr hab. Aleksandra Kaniewska-Sęba, Adam Mickiewicz University in Poznan

Panelists:

- Honorata Jarocka – Mintel
- Zuzanna Skalska – 360Inspiration.nl
- dr hab. Piotr Rzymyski – Poznan University of Medical Science
- prof. Belen Rodriguez Canovas – Universidad Complutense de Madrid
- dr Eszter Tóth – University of Debrecen

**12.45 – 13.00 Coffee break. Stretch the legs**

**13.00 – 14.30 Let's share experiences! International research projects in the food market**

Chair: Dr. Eng. Jakub Jasiczak, CEO of Poznan University of Economics and Business Knowledge Transfer Company

Panelists:

- dr Justyna Kulawik-Dutkowska – Project Manager Legal Advice & Funding, European Institute of Innovation & Technology (EIT) Food
- prof. Matthew Gorton – Project Coordinator of Strenght2Food, Newcastle University Business School
- Dr. Eng. Alicja Nowak – ECOWASTE4FOOD, Head of Unit on Acquiring and Implementation of Projects, Department for Agriculture and Rural Development, Marshal Office of the Wielkopolska Region (UMWW)
- dr Raul Palma – SmartAgriHubs North East Regional Cluster co-leader, Head of Data Analytics & Semantics Department, Poznan Supercomputing and Networking Center
- att. Izabela Tańska – President of IGI Food Consulting Sp. z o.o., Food Startup

**14.30 – 14.45 Conference closing**

Announcement of competition results