

Candidate supervisor's information summary form

Name and surname, degree, title: Marta Sajdakowska, dr hab.	
Academic discipline/disciplines	Food Technology and Human Nutrition
Professional development (degrees and titles) in chronological order	<p>2003 – PhD in Agricultural Sciences in the discipline of Food Technology and Human Nutrition</p> <p>2019 – Habilitated Doctor (Dr hab.) in Agricultural Sciences in the discipline of Food Technology and Human Nutrition</p>
Most important publications/ patents in the last 3 years	<ul style="list-style-type: none"> • Sajdakowska M., Gniotek D., Gębski J. (2026). Selected Consumer Behaviours in the Bread Market: Does Dietary Fibre Labelling Influence Consumer Decisions? A Preliminary Study, <i>Nutrients</i>, vol. 18, nr 4, s. 1-19. • Jeżewska-Zychowicz M., Sajdakowska M. (2026). The Relationship Between Searching for Information on Dairy Products, Their Consumption, and Attitudes Towards New Dairy Products, <i>Foods</i>, vol. 15, nr 4, s.1-17. • Jeżewska-Zychowicz M., Małachowska A., Sajdakowska M. (i in.) (2025). Experiencing Food Restrictions for Health and Weight Control in Childhood and Their Links to Restrained Eating and Excessive Body Weight in Polish Young Adults—A Cross-Sectional Study, <i>Nutrients</i>, vol. 17, nr 1, s.1-13. • Sajdakowska M., Jeżewska-Zychowicz M., Gębski J. (i in.) (2024). Consumption of Sugar-Sweetened Beverages by Polish Young Adults: A Preliminary Study on the Importance of Sugar Tax Familiarity and Health Effects, <i>Foods</i>, vol. 13, nr 22, s.1-13. • Sajdakowska M., Gębski J., Jeżewska-Zychowicz M. (i in.) (2023). Polish Consumers' Perception of Plant-Based Alternatives, <i>Postępy Techniki Przetwórstwa Spożywczego</i>, nr 1, s. 18-26. • Sajdakowska M., Michalak P. (2023). Perception and determinants of the choice of plant substitutes for products of animal origin (in): <i>Partnerstwo instytucjonalne w kształtowaniu zachowań żywieniowych w trosce o zdrowie publiczne</i>, Gutkowska K. (ed.), SGGW w Warszawie, s.482-495, ISBN 978-83-8237-205-2. • Sajdakowska M., Gutkowska K., Gębski J. (i in.) (2023). Association between family meals vs. diet quality and leisure activities of young rural residents, <i>Annals of Agricultural and Environmental Medicine</i>, 30 (4), s. 685-692.

	<ul style="list-style-type: none"> • Sajdakowska M., Gutkowska K., Kosicka-Gębska M. (i in.). (2023). Association between Physical Activity, Diet Quality and Leisure Activities of Young Poles, <i>Nutrients</i>, vol. 15, nr 24, s.1-12. • Sajdakowska M., Gębski J., Wardaszka A. (i in.) (2022). Evaluation of Food Labelling the Products with Information Regarding the Level of Sugar: A Preliminary Study. <i>Nutrients</i>, vol. 14, nr 13, s.1-14.
Experience in work with doctoral students (defended doctoral dissertations, initiated doctoral procedures) in chronological order	Supervisor of Master's, Engineering, and Bachelor's theses (to date, more than 70 diploma theses have been completed).
Achievements in the area of projects/grants	<ul style="list-style-type: none"> • 2023; <i>Determinants of the consumption of protein-source foods among meat consumers</i> (internal grant of the Department of Market and Consumer Research; researcher). • 2022–2023; <i>Junior Edu – Nutrition (JEŻ) Project</i>. Lead of a subtask and implementation of activities under the subtask: "The Power of the Label in Food Choice" (Contract No. MEiN/2022/DPI/96 of 07.03.2022). • 2019; <i>Shopping styles</i>. Research conducted for the purposes of AGRORAPORT 2019 commissioned by Bank BNP Paribas; researcher (preparation of food-related articles for <i>Agronomist.pl</i>). • 2013–2015; <i>BIOPRODUCTS – Innovative technologies for the production of health-promoting bakery products and reduced-calorie pasta</i> (Project Contract No. POIG.01.03.01-14-041/012); responsible for Task 1: "Market analysis of cereal products and consumer behaviour; implementation and reporting of research."
Subject area of the research project for which the candidate student is being recruited	<ul style="list-style-type: none"> • analysis of consumer behaviour in the food market, taking into account, inter alia, psychological, economic, legal, and socio-ethical determinants; • the importance of new food products, including those with perceived health benefits, in consumers' purchasing decisions; • the influence of adult nutrition knowledge and dietary practices, particularly parental behaviours, on the formation of children's dietary habits; • the role of food-related information (including on packaging/labels) in consumers' purchasing decisions.
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