

Candidate supervisor's information summary form

Name and surname, degree, title:	
Academic discipline/disciplines	Food Technology and Human Nutrition
Professional development (degrees and titles) in chronological order	2018 – Habilitated Doctor (Dr hab.) of Agricultural Sciences in the discipline of Food Technology and Human Nutrition 2002 – Doctor (PhD) of Agricultural Sciences in the discipline of Food Technology and Human Nutrition
Most important publications/patents in the last 3 years (maximum 10)	<ol style="list-style-type: none"> 1. Żakowska-Biemans S.: Beyond Dairy: Consumer Perceptions and Beliefs About Dairy Alternatives—Insights from a Segmentation Study, <i>Foods, Molecular Diversity Preservation International (MDPI)</i>, vol. 15, nr 1, 2026, Numer artykułu: 77, s. 1-23, DOI:10.3390/foods15010077 2. Żakowska-Biemans S.: Meatless Momentum: Food-Related Lifestyle Drivers of Plant-Based Meat Alternative Adoption, <i>Nutrients, MDPI</i>, vol. 17, nr 22, 2025, Numer artykułu: 3628, s. 1-25, DOI:10.3390/nu17223628 3. Szlachciuk J., Żakowska-Biemans S.: Breaking the Taboo: Understanding the Relationship between Perception, Beliefs, Willingness to Eat Insects, and Food Neophobia among Polish Adults, <i>Foods, Molecular Diversity Preservation International (MDPI)</i>, vol. 13, nr 6, 2024, Numer artykułu: 944, s. 1-17, DOI:10.3390/foods13060944 4. Żakowska-Biemans S., Kostyra E.: Sensory Profile, Consumers' Perception and Liking of Wheat–Rye Bread Fortified with Dietary Fibre, <i>Applied Sciences-Basel, MDPI</i>, vol. 13, nr 2, 2023, Numer artykułu: 694, s. 1-12, DOI:10.3390/app13020694 5. Aluwé M., Heyrman E., Kostyra E., Żakowska-Biemans S., Almeida J., Citek J., Font-i-Furnols M., Moreira O., Zadinová K., Tudoreanu L.: Consumer evaluation of meat quality from barrows, immunocastrates and boars in six countries, <i>Animal</i>, vol. 16, nr 3, 2022, Numer artykułu: 100455, s. 1-10, DOI:10.1016/j.animal.2022.100455, 6. Górńska-Warsewicz H., Żakowska-Biemans S., Stangierska D., Świątkowska M., Bobola A., Szlachciuk J., Czeczotko M., Karol K., Świstak E.: Factors limiting the development of the organic food sector—perspective of processors, distributors, and retailers, <i>Agriculture (Switzerland), Multidisciplinary Digital Publishing Institute (MDPI)</i>, vol. 11, nr 9, 2021, Numer artykułu: 882, s. 1-21, DOI:10.3390/agriculture11090882 7. Żakowska-Biemans S., Kostyra E., Škrlep M., Aluwé M., Čandek-Potokar M.: Sensory Profiling and Liking of Salami and Pancetta from Immunocastrated, Surgically Castrated and Entire Male Pigs,

	Animals, Multidisciplinary Digital Publishing Institute (MDPI), vol. 11, nr 10, 2021, Numer artykułu: 2786, s. 1-17, DOI:10.3390/ani11102786
Experience in work with doctoral students (defended doctoral dissertations, initiated doctoral procedures) in chronological order	2024, Justyna Zwolińska – Consumer attitudes towards farm animal welfare as a determinant of the development of voluntary food labelling systems (doctoral dissertation defended)
Achievements in the area of projects/grants (in the last 5 years)	<ol style="list-style-type: none"> 1. Attitudes and behaviours of young consumers towards sustainable and healthy nutrition. 2014–2016. International research project, National Science Centre, HARMONIA 5. Investigator. 2. Marketing, promotion and market analysis: analysis of the organic production market in Poland, including the identification of opportunities and barriers to the development of this production sector. 2017. Project funded by the Ministry of Agriculture and Rural Development. Project Coordinator. 3. Sustainability in immunocastrated pig production (SuSI). 2017–2021. HORIZON 2020, ERA-NET COFUND (SusAn). Project Coordinator. 4. Marketing, promotion and market analysis: research on the value of the organic food market in Poland, broken down by individual production sectors, and identification of products with the highest development potential. 2023. Project funded by the Ministry of Agriculture and Rural Development. Project Coordinator. 5. Research project – Research network of life science universities for the development of the Polish dairy sector. Activity I.2: Development and implementation of quantitative and qualitative research on trends in the dairy products market. 2024–2026. Sub-task Coordinator. 6. Marketing, promotion and market analysis: research on the value of the organic food market in Poland, broken down by individual production sectors, and identification of products with the highest development potential. 2025. Project funded by the Ministry of Agriculture and Rural Development. Project Coordinator.
Subject area of the research project for which the candidate student is being recruited	<p>Determinants of food-choice decision-making (e.g., organic foods, ultra-processed foods, and plant-based alternatives to animal-derived products) investigated using innovative research methods and techniques, including virtual reality, eye-tracking, and FaceReader.</p> <p>The role of information presented on food packaging in food-choice decision-making.</p> <p>The influence of social media content on consumers' attitudes and behaviors toward food.</p>
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