

Publikacje prof. dr hab. Rosa Grażyna z lat 2019-2020

(z listy czasopism naukowych i recenzowanych materiałów z konferencji międzynarodowych)

Lp.	Publikacja	Pc
2019		
1	The impact of price promotions on purchase decisions of young buyers in rail transport on the example of Poland / Grażyna Rosa, Izabela Ostrowska, Agnieszka Tomaszewicz. // Prace Komisji Geografii Komunikacji PTG = Transport Geography Papers of Polish Geographical Society. 2019, vol. 22 nr 1, s.7-12 DOI: 10.4467/2543859XPKG.19.001.10921	70,0000
2020		
2	Analysis of preferences of rail passengers in the context of sustainable development / Grażyna Rosa. - // W: Sustainable economic development and advancing education excellence in the era of global pandemic : proceedings of the 36th International Business Information Management Association Conference (IBIMA), 4-5 November 2020, Granada, Spain / editor Khalid S. Soliman.. - King of Prussia : International Business Information Management Association, 2020	70,0000
3	Preferences of rail transport passengers with regard to modern technologies / Grażyna Rosa. - // W: Sustainable economic development and advancing education excellence in the era of global pandemic : proceedings of the 36th International Business Information Management Association Conference (IBIMA), 4-5 November 2020, Granada, Spain / editor Khalid S. Soliman.. - King of Prussia : International Business Information Management Association, 2020	70,0000
4	Study of young adults' preferences in passenger rail transport services as a basis for marketing activities / Grażyna Rosa, Izabela Ostrowska, Agnieszka Tomaszewicz. - // W: Sustainable economic development and advancing education excellence in the era of global pandemic : proceedings of the 36th International Business Information Management Association Conference (IBIMA), 4-5 November 2020, Granada, Spain / editor Khalid S. Soliman.. - King of Prussia : International Business Information Management Association, 2020	70,0000