

Zoznam použitej literatúry

AGARWAL, S. – DUTTA, T. 2015. Neuromarketing and consumer neuroscience: current understanding and the way forward. In *Decision* [online], vol. 42, no. 4, pp. 457-462 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1007/s40622-015-0113-1>

AGARWAL, S. – XAVIER, M. J. 2015. Innovations in Consumer Science: Applications of Neuro-Scientific Research Tools. In Brem, A. and Viardot, É. *Adoption of Inovation* [online]. Cham, Switzerland : Springer International Publishing AG [online]. pp. 25-42 [cit. 2020-06-12]. ISBN: 978-3-319-14523-5. Dostupné na: https://doi.org/10.1007/978-3-319-14523-5_3

AGGARWAL, P. – LARRICK, R. P. 2012. When consumers care about being treated fairly: the interaction of relationship norms and fairness norms. In *Journal of Consumer Psychology* [online], vol. 22, no. 1, pp. 114-127 [cit. 2020-04-20]. Dostupné na: <https://doi.org/10.1016/j.jcps.2011.11.009>

AGRAWAL, A. – DUBEY, M. L. – DUBEY, G. P. 1990. Effects of "mentat" on memory span, attention, galvanic skin resistance (GSR) and muscle action potential (EMG) among normal adults. In *Pharmacopsychologia* [online], vol. 3, pp. 39-42 [cit. 2020-02-04]. Dostupné na: <http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.561.8853>

AL-SALMAN, W. – LI, Y. – WEN, P. – DIYKH, M. 2018. An efficient approach for EEG sleep spindles detection based on fractal dimension coupled with time frequency image. In *Biomedical Signal Processing and Control* [online], vol. 41, pp. 210-221 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1016/j.bspc.2017.11.019>

ANDERSON, N. H. 1970. Functional measurement and psychophysical judgment. In *Psychological Review* [online], vol. 77, no. 3, pp. 153-170 [cit. 2020-04-10]. Dostupné na: <https://doi.org/10.1037/h0029064>

ARIELY, D. – BERNS, G. S. 2010. Neuromarketing: the hope and hype of neuroimaging in business. In *Nature Reviews Neuroscience* [online], vol. 11, no. 4, pp. 284-292 [cit. 2020-06-13]. Dostupné na: <https://doi.org/10.1038/nrn2795>

AVSAR, Y. K. – KARAGUL-YUCEER, Y. – DRAKE, M. A. – SINGH, T. K. – YOON, Y. – CADWALLADER, K. R. 2004. Characterization of nutty flavor in Cheddar cheese. In

Journal of Dairy Science [online], vol. 87, no. 7, pp. 1999-2010 [cit. 2020-04-10]. Dostupné na: [https://doi.org/10.3168/jds.S0022-0302\(04\)70017-X](https://doi.org/10.3168/jds.S0022-0302(04)70017-X)

BABILONI, C. – PIZZELLA, V. – DEL GRATTA, C. – FERRETTI, A. – ROMANI, L. G. 2009. Fundamentals of Electroencefalography, Magnetoencefalography, and Functional Magnetic Resonance Imaging. In *International Review of Neurobiology* [online], vol. 86, pp. 67-80 [cit. 2020-06-10]. Dostupné na: [https://doi.org/10.1016/S0074-7742\(09\)86005-4](https://doi.org/10.1016/S0074-7742(09)86005-4)

BENEŠOVÁ, L. – GOLIAN, J. – ZAJÁC, P. 2018. Senzorické a texturálne vlastnosti oštiepkov. In *Mlékařské listy* [online], roč. 29, č. 4, s. 18-22 [cit. 2020-06-13]. Dostupné na: http://www.mlekarskelisty.cz/upload/soubory/pdf/2018/168-169/veda_169_s.18-22.pdf

BERCEA, M. D. 2012. Anatomy of methodologies for measuring consumer behaviour in neuromarketing research. In *Conference LCBR European Marketing Conference 2012* [online], August 9-10, Munich, Bavaria, Germany, 14 p. [cit. 2020-06-10]. Dostupné na: <http://www.lcbr-archives.com/media/files/12emc023.pdf>

BERČÍK, J. – NAGYOVÁ, Ľ. – HORSKÁ, E. 2016. *Využitie neuromarketingu v retailingu a vizuálnom merchandisingu potravín*. Nitra, Slovenská republika: Slovenská poľnohospodárska univerzita v Nitre. 138 s. ISBN 978-80-552-1613-3.

BERČÍK, J. – PALUCHOVÁ, J. – KLEINOVÁ, K. – HORSKÁ, E. – NAGYOVÁ, Ľ. 2014. Stimulus, space and hidden customer's reactions: applying possibilities of neuromarketing. In Zentková, I. *Improving performance of agriculture and the economy: challenges for management and policy: international scientific days 2014*. 13th International Conference, May 21-23, High Tatras, Slovak Republic, 138 p.

BERGMANN, O. T. – KARABANOV, A. – HARTWIGSEN, G. – THIELSCHER, A. – SIEBNER, R. H. 2016. Combining non-invasive transcranial brain stimulation with neuroimaging and electrophysiology: Current approaches and future perspectives. In *NeuroImage* [online], vol. 140, pp. 4-19 [cit. 2020-06-10]. Dostupné na: <https://doi.org/10.1016/j.neuroimage.2016.02.012>

BERKOVÁ, J. 2016. *Neuromarketing aneb o čem sní zákazník doopravdy* [online] [cit. 2020-02-04]. Dostupné na: <https://chcpracovat.info/neuromarketing-aneb-o-cem-sni-zakaznik-dopravdy/>

BRADLEY, M. M. – LANG, P. J. 2000. Measuring emotion: Behavior, feeling and physiology. In Lane, R. D. and Nadel, L. *Series in affective science. Cognitive neuroscience of emotion*. New York, NY, USA : Oxford University Press. pp. 242-276.

BROWN, C. M. – HAGOORT, P. 1999. *The Neurocognition of Language*. Oxford, UK : Oxford Scholarship. 424 p. ISBN-13: 9780198507932. Dostupné na: <https://doi.org/10.1093/acprof:oso/9780198507932.001.0001>

BUDOVICH, L. S. 2019. Experiential marketing as a basis for modern communications with consumers. In *Espacios* [online], vol. 40, no. 6, 10 p. [cit. 2020-06-10]. Dostupné na: <https://revistaespacios.com/a19v40n06/a19v40n06p16.pdf>

BUNKA, F. – HRABĚ, J. – VOSPĚL, B. 2008. *Senzorická analýza potravin*, Zlín, Česká republika : Univerzita Tomáše Bati ve Zlíně. 145 s. ISBN 978-80-7318-628-9.

CACIOPPO, J. – TASSINARY, L. G. – BERNTSON, G. G. 2007. *Handbook of psychophysiology*. Cambridge, UK : Cambridge University Press. 914 p. ISBN-13 978-0-521-84471-0.

CAIS-SOKOLIŇSKA, D. – PIKUL, J. – LASIK, A. 2012. The effect of smoking on changes in functional attributes of Mozzarella cheese. In *African Journal of Biotechnology* [online], vol. 11, no. 64, pp. 12773-12776 [cit. 2020-04-10]. Dostupné na: <https://doi.org/10.5897/AJB12.949>

CARPENTER, R. P. – LYON, D. H. – HASDELL, T. A. 2012. *Guidelines for Sensory Analysis in Food Product Development and Quality Control*. Gaithersburg, MD, USA: Aspen Publications. 201 p. ISBN 0-8342-1642-6.

CARTER, R. 2014. *The human brain book*. London, UK : Dorling Kindersley Publishing [online]. 264 p. [cit. 2020-02-04]. ISBN 9781465416025.

CARTOCCI, G. – CARATÙ, M. – MODICA, E. – MAGLIONE, A. G. – ROSSI, D. – CHERUBINO, P. – BABILONI, F. 2017. Electroencephalographic, Heart Rate, and Galvanic Skin Response Assessment for an Advertising Perception Study: Application to Antismoking Public Service Announcements. In *Journal of visualized experiments: JoVE* [online], vol. 126, e55872 p. [cit. 2020-06-10]. Dostupné na: <https://doi.org/10.3791/55872>

CONDE, V. – TOMASEVIC, L. – AKOPIAN, I. – STANEK, K. – SATURNINO, B. G. – THIELSCHER, A. – BERGMANN, O. T. – SIEBNER, H. R. 2019. The non- transcranial TMS- evoked potential is an inherent source of ambiguity in TMS- EEG studies. In *NeuroImage* [online], vol. 185, pp. 300-312 [cit. 2020-06-16]. Dostupné na: <https://doi.org/10.1016/j.neuroimage.2018.10.052>

CRIST, C. A. – DUCAN, S. E. – GALLAGHER, D. L. 2016. Protocol for Data Collection and Analysis Applied to Automated Facial Expression Analysis Technology and Temporal Analysis for Sensory Evaluation. In *Journal of Visualized Experiments* [online], vol. 114, pp. 540-546 [cit. 2020-04-20]. Dostupné na: <https://doi.org/10.3791/54046>

ČEJKA, P. – OLŠOVSKÁ, J. – ŠTĚRBA, K. – SLABÝ, M. – VRZAL, T. 2018. Způsoby hodnocení senzorických posuzovatelů - část 1. In *Kvasný Průmysl* [online], vol. 64, no. 1, s. 14-20 [cit. 2020-03-15]. Dostupné na: <https://doi.org/10.18832/kp201803>

DAWSON, M. E. – SCHELL, A. M. – FILION, D. L. 2007. The electrodermal system. In Cacioppo, J. T. – Tassinari, L. G. – Berntson, G. G. *Handbook of psychophysiology*. Cambridge, UK : Cambridge University Press [online]. pp. 159-181 [cit. 2020-04-10]. Dostupné na: <http://apsychoserver.psych.arizona.edu/JJBAReprints/PSYC501A/Readings/Chapter%208.pdf>

DE LUNA, P. – MOHAMED MUSTAFAR, B. F. M. – RAINER, G. 2014. A MATLAB-based eye tracking control system using non- invasive helmet head restraint in the macaque. In *Journal of Neuroscience Methods* [online], vol. 235, pp. 41-50 [cit. 2020-04-12]. Dostupné na: <https://doi.org/10.1016/j.jneumeth.2014.05.033>

DEVLIN, H. 2015. *What is Functional Magnetic Resonance Imaging (fMRI)?* [online] [cit. 2020-02-04]. Dostupné na: <https://psychcentral.com/lib/what-is-functional-magnetic-resonance-imaging-fmri/>

DOLEŽAL, J. – FABIAN, V. 2015. Application of eye tracking in neuroscience. In *Clinical Neurophysiology* [online], vol. 126, no. 3, e44 p. [cit. 2020-06-13]. Dostupné na: <https://doi.org/10.1016/j.clinph.2014.10.200>

DOOLEY, R. 2011. *Brainfluence: 100 ways to persuade and convince customer with neuromarketing*. Hoboken, NJ, USA : John Wiley and Sons. 304 p. ISBN 978-1-118-11336-3.

DRAKE, M. A. – CIVILLE, G. V. 2003. Flavor Lexicons. In *Comprehensive Reviews in Food Science and Food Safety* [online], vol. 2, no. 1, pp. 33-40 [cit. 2020-06-16]. Dostupné na: <https://doi.org/10.1111/j.1541-4337.2003.tb00013.x>

DRAKE, M. A. 2007. Invited Review: Sensory Analysis of Dairy Foods. In *Journal of Dairy Science* [online], vol. 90, no. 11, pp. 4925-4937 [cit. 2020-04-12]. Dostupné na: <https://doi.org/10.3168/jds.2007-0332>

DU PLESSIS, E. 2011. *The branded main : What neuroscience really tells us about the puzzle of the brain and the brand*. London, UK : Kogan Page Ltd. 255 p. ISBN 978-0-7494-6125-6.

ELEKTA. 2020. *Cerebral mapping system Neuromag® TRIUX™* [online] [cit. 2020-07-20]. Dostupné na: <https://www.medicalexpo.com/prod/elekta/product-70692-930729.html>

ESCH, F. R. – MÖLL, T. – SCHMITT, B. – ELGER, C. E. – NEUHAUS, C. – WEBER, B. 2012. Brands on the brain: do consumers use declarative information or experienced emotions to evaluate brands? In *Journal of Consumer Psychology* [online], vol. 22, no. 1, pp. 75-85 [cit. 2020-04-12]. Dostupné na: <https://doi.org/10.1016/j.jcps.2010.08.004>

ESTES, Z. – GIBBERT, M. – GUEST, D. – MAZURSKY, D. 2012. A dual-process model of brand extension: Taxonomic feature-based and thematicrelation-basedsimilarityindependentlydrivebrand extension evaluations. In *Journal of Consumer Psychology* [online], vol. 22, no. 1, pp. 86-101 [cit. 2020-04-18]. Dostupné na: <https://doi.org/10.1016/j.jcps.2011.11.002>

FALK, E. B. – BERKMAN, E. T. – LIEBERMAN, M. D. 2012. From neural responses to population behavior: Neural focus group predicts population-level media. In *Psychological Science* [online], vol. 23, no. 5, pp. 439-445 [cit. 2020-04-12]. Dostupné na: <https://doi.org/10.1177/0956797611434964>

FANDELOVÁ, E. – KAČÁNIOVÁ, M. 2012. Analýza aktuálnych trendov marketingovej komunikácie – neuromarketing. In *Analýza a výskum v marketingovej komunikácii* [online]. Nitra, Slovenská republika : Univerzita Konštantína Filozofa v Nitre. 25 s. [cit. 2020-06-20]. ISBN 978-80-558-0263-3. Dostupné na: <http://tinyurl.com/k3p6fkm>

FARNSWORTH, B. 2017. *15 Powerful Examples of Neuromarketing in Action* [online] [cit. 2020-06-13]. Dostupné na: https://imotions.com/blog/neuromarketing-examples/?utm_source=twitter&utm_medium=Social%20Media&utm_campaign=Content%20Campaign

FDA. 2002. *What is computed Tomography?* [online] [cit. 2020-07-13]. Dostupné na: <https://www.fda.gov/radiation-emitting-products/medical-x-ray-imaging/what-computed-tomography>

FEINBERG, F. M. – KINNEAR, T. C. – TAYLOR, J. R. 2012. *Modern marketing research: concepts, methods, and cases*. Mason, OH, USA : South-Western College Pub. 720 p. ISBN-13: 978-1133188964.

GAWLIK, K. 2017. Focus Group Interviews. In *Qualitative Methodologies in Organization Studies* [online]. London, UK : Palgrave Macmillan. pp. 97-126 [cit. 2020-03-11]. ISBN 978-3-319-65442-3. Dostupné na: https://doi.org/10.1007/978-3-319-65442-3_5

GENCO, S. J. – POHLMANN, A. P. – STEIDL, P. 2013. *Neuromarketing for dummies*. Mississauga, Canada : John Wiley and Sons. 408 p. ISBN-13: 978-1118518588.

GENGLER, I. 2010. When People Are the Instruments: Sensory Evaluation Methods. In *ASQ Statistics Division Newsletter* [online], vol. 27, no. 4, pp. 8-12 [cit. 2020-03-15]. Dostupné na: <http://asq.org/statistics/2010/02/design-of-experiments/when-people-are-the-instrument-sensory-evaluation-methods.pdf>

GRAB, G. J. – ZEWDIE, E. – CARLSON, L. H. – KUO, C. H. – CIECHANSKI, P. – HODGE, J. – GIUFFRE, A. – KIRTON, A. 2018. Robotic TMS mapping of motor cortex in the developing brain. In *Journal of Neuroscience Methods* [online], vol. 309, pp. 41-54 [cit. 2020-04-20]. Dostupné na: <https://doi.org/10.1016/j.jneumeth.2018.08.007>

GREGOROVÁ, D. 2009. *Výsledky sú super, len tá štatistika bola nesprávna* [online] [cit. 2020-04-10]. Dostupné na: <https://www.osel.cz/4390-vysledky-su-super-len-ta-statistika-bola-nespravna.html>

HAINES, N. – SOUTHWARD, M. W. – CHEAVENS, J. S. – BEAUCHINE, T. – AHN, W. Y. 2019. Using computer-vision and machine learning to automate facial coding of positive and negative affect intensity. In *PLOS ONE* [online], vol. 14, no. 3, pp. 136-158 [cit. 2020-04-12]. Dostupné na: <https://doi.org/10.1371/journal.pone.0211735>

HARRIS, J. M. – CIORCIARI, J. – GOUNTAS, J. 2018. Consumer neuroscience for marketing researchers. In *Journal of Consumer Behaviour* [online], vol. 17, no. 3, pp. 239-252 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1002/cb.1710>

HAYALOGLU, A. A. – TOLU, C. – YASAR, K. – SAHINGIL, D. 2013. Volatiles and sensory evaluation of goat milk cheese Gokceada as affected by goat breeds (Gokceada and Turkish Saanen) and starter culture systems during ripening. In *Journal of Dairy Science* [online], vol. 96, no. 5, pp. 2765-2780 [cit. 2020-03-15]. Dostupné na: <https://doi.org/10.3168/jds.2012-6170>

HENSEL, D. – IORGA, A. – WOLTER, L. – ZNANEWITZ, J. 2017. Conducting neuromarketing studies ethically- practitioner perspectives. In *Cogent Psychology* [online], vol. 4, no. 1, pp. 4-9 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1080/23311908.2017.1320858>

HERTING, M. M. – GAUTAM, P. – CHEN, Z. – MEZHER, A. – VETTER, C. N. 2018. Test-retest reliability of longitudinal task- based fMRI: Implications for developmental studies. In *Developmental Cognitive Neuroscience* [online], vol. 33, pp. 17-26 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1016/j.dcn.2017.07.001>

HOFFMAN, L. D. – POLICH, J. 1998. EEG, ERPs and Food Consumption. In *Biological Psychology* [online], vol. 48, no. 2, pp. 139-151 [cit. 2020-06-12]. Dostupné na: [https://doi.org/10.1016/S0301-0511\(98\)00010-6](https://doi.org/10.1016/S0301-0511(98)00010-6)

HOLDOVA, K. 2013. *Klasifikace spánkových EEG* : diplomová práce. Brno, Česká republika: Vysoké učení technické v Brně. 78 s. [cit. 2020-04-02]. Dostupné na: <https://core.ac.uk/download/pdf/30298807.pdf>

HORČIN, V. 2002. *Senzorické hodnotenie potravín*. 1. vyd. Nitra, Slovenská republika : Slovenská poľnohospodárska univerzita v Nitre, 139 s. ISBN 80-8069-112-6.

HORSKÁ, E. – BERČÍK, J. 2017. *Neuromarketing in food retailing*. Wageningen, Netherlands : Wageningen Academic Publishers Pages [online]. 170 p. [cit. 2020-06-12]. ISBN: 978-90-8686-300-6. Dostupné na: <https://doi.org/10.3920/978-90-8686-843-8>

HOUGH, G. – WAKELING, A. – MUCCI, E. – CHAMBERS, E. – MÉNDEZ GALLARDO, I. – RANGEL ALVES, L. 2006. Number of consumers necessary for sensory acceptability

tests. In *Food Quality and Preference* [online], vol. 17, no. 6, pp. 522-526 [cit. 2020-04-12]. Dostupné na: <https://doi.org/10.1016/j.foodqual.2005.07.002>

CHAI, M. T. – AMIN, H. U. – IZHAR, L. I. – MOHAMAD SAAD, M. N. – RAHMAN, M. A. – MALIK, A. S. – TANG, T. B. 2019. Exploring EEG Effective Connectivity Network in Estimating Influence of Color on Emotion and Memory. In *Frontiers in Neuroinformatics* [online], vol. 13, 21 p. [cit. 2020-07-20]. Dostupné na: <https://doi.org/10.3389/fninf.2019.00066>

CHEUNG, J. M. – KOVAČEVIĆ, N. – FATIMA, Z. – MIŠIĆ, B., MCINSTOSH, R. A. 2016. A pipeline for MEG data analysis and partial least squares statistics. In *NeuroImage*. [online], vol. 124, pp. 181-193 [cit. 2020-04-20]. Dostupné na: <https://doi.org/10.1016/j.neuroimage.2015.08.045>

CHILDS, J. L. – YATES, M. D. – DRAKE, M. A. 2007. Sensory properties of meal replacement bars and beverages made from whey or soy proteins. In *Journal of Food Science* [online], vol. 72, no. 6, pp. 5425-5434 [cit. 2020-04-10]. Dostupné na: <https://doi.org/10.1111/j.1750-3841.2007.00429.x>

CHOI, S. E. 2013. Sensory Evaluation. In EDELSTEIN, S. *Food Science: An Ecological Approach*. 2nd ed. Burlington, MA, USA : Jones and Bartlett Learning LLC [online]. 30 p. [cit. 2020-04-10]. ISBN-13: 9781449694777. Dostupné na internetu: http://samples.jbpub.com/9781449694777/9781449603441_CH03.pdf

JAROŠOVÁ, A. 2001. *Senzorické hodnocení potravin*. Brno, Česká republika : Mendelova zemědělská a lesnická univerzita. 84 s. ISBN 80-715-7539-9.

JELLINEK, G. 1964. Introduction to and critical review of modern methods of sensory analysis (odor taste and flavor evaluation) with special emphasis on descriptive analysis. In *Journal of Nutrition and Dietetics*, vol. 1, pp 219-260.

JESENSKÝ, D. 2017. *Marketingová komunikace v místě prodeje*. Praha, Česká republika: Grada Publishing. 512 s. ISBN 978-80-271-0252-5.

JEŽEK, F. 2014. *Senzorická analýza potravin – Návod na cvičení*. 1. vyd. Brno, Česká republika : Veterinární a farmaceutická univerzita Brno. 79 s. ISBN 978-80-7305-725-1.

JIAMYANGYUEN, S. – DELWICHE, J. F. – HARPER, W. J. 2002. The impact of wood ice cream sticks' origin on the aroma of exposed ice cream mixes. In *Journal of Dairy Science* [online], vol. 85, no. 2, pp. 355-359 [cit. 2020-06-12]. Dostupné na: [https://doi.org/10.3168/jds.S0022-0302\(02\)74081-2](https://doi.org/10.3168/jds.S0022-0302(02)74081-2)

KABLE, J. W. 2011. The Cognitive Neuroscience Toolkit for the Neuroeconomist. In *Journal of neuroscience, psychology and economics* [online], vol. 4, no. 2, pp. 63-84 [cit. 2020-04-21]. Dostupné na: <https://doi.org/10.1037/a0023555>

KEMP, S. E. – HORT, J. – HOLLOWOOD, T. 2018. *Descriptive Analysis in Sensory Evaluation*. Hoboken, NJ, USA : John Wiley and Sons. 711 p. ISBN 978-80-470-6739-9.

KENNING, P. – PLASSMANN, H. 2005. *NeuroEconomics: an overview from an economic perspective*. In *Brain Research Bulletin* [online], vol. 67, no. 5, pp. 343-354 [cit. 2020-06-12]. Dostupné na: <https://doi.org/10.1016/j.brainresbull.2005.07.006>

KIM, M. A. – CHAE, J. E. – VAN HOUT, D. – LEE, H. S. 2012. Discriminations of the A–Not A difference test improved when “A” was familiarized using a brand image. In *Food Quality and Preference* [online], vol. 23, no. 1, pp. 3-12 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1016/j.foodqual.2011.06.007>

KINCLOVÁ, V. – JAROŠOVÁ, A. – TREMLOVÁ, B. 2004. Senzorická analýza potravin. In *Veterinářství* [online], vol. 54, no. 6, s. 362-364 [cit. 2020-02-04]. ISSN 0506-8231.

KOLLÁTOROVÁ, H. 2011. *Nukleární magnetická rezonance NMR* [online] [cit. 2020-02-04]. Dostupné na: http://www.szymb.cz/admin/upload/sekce_materialy/MRI.pdf

KOSA, K. M. – CATES, S. C. – POST, R. C. – CANAVAN, J. 2004. Consumers' attitudes toward labeling food products with possible allergens. In *Food Protection Trends* [online], vol. 24, pp. 605-611 [cit. 2020-03-15]. Dostupné na: <http://agris.fao.org/agris-search/search.do?recordID=US201400168008>

KOTTIER, W. 2014. *The added value of neuromarketing tools in the area of marketing research* [online] [cit. 2020-04-10]. Dostupné na: https://www.researchgate.net/publication/320267945_The_added_value_of_neuromarketing_tools_in_the_area_of_marketing_research

- KOUKOLÍK, F. 2010. *Lidství: neuronální koreláty*. Praha, Česká republika : Galén. 257 s. ISBN 978-80-726-2654-0.
- KOZEL, R. – MYNÁŘOVÁ, L. – SVOBODOVÁ, H. 2011. *Moderní metody a techniky marketingového výzkumu*. Praha, Česká republika : Grada Publishing. 288 p. ISBN 978-80-247-3527-6.
- KRUIGER, J. F. – RAUBER, P. E. – MARTINS, R. M. – KERREN, A. – KOBOUROV, S – TELEA, A. C. 2017. Graph Layouts by t-SNE. In *Computer Graphics Forum* [online], vol. 36, no. 3, pp. 283-294 [cit. 2020-06-12]. <https://doi.org/10.1111/cgf.13187>
- KRUEGER, R. A. – CASEY, M. A. 2000. *Focus Groups: A practical Guide for Applied Research*. 3rd ed. Thousand Oaks, CA, USA : Sage Publications. 206 p. ISBN 0-7619-2070-6.
- KULIŠŤÁK, P. 2003. *Neuropsychologie*. Praha, Česká republika : Portál. 336 s. ISBN 80-7178-554-7.
- KUREČKOVÁ, D. 2014. Emócie v zrkadle: Empatia a zrkadlové neuróny. In *Psychologon* [online], vol. 3, no. 69 [cit. 2020-02-04]. Dostupné na: <http://www.psychologon.cz/component/content/article/287-emocie-v-zrkadle-empatia-a-zrkadlove-neuron>
- LAWLESS, H. T. – HEYMANN, H. 1999a. Physiological and psychological foundations of sensory function. In *Sensory Evaluation of Food*, 1st ed. Boston, MA, USA: Springer [online]. pp. 28-74 [cit. 2020-06-12]. ISBN 978-1-4615-7843-7.
- LAWLESS, H. T. – HEYMANN, H. 1999b. *Discrimination testing Sensory Evaluation of Food*. 1st ed. New York, NY, USA : Chapman and Hall [online] [cit. 2020-06-12]. Dostupné na: https://doi.org/10.1007/978-1-4615-7843-7_4
- LAWLESS, H. T. – HEYMANN, H. 2010. *Sensory Evaluation of Food: Principles and Practises*. New York, NY, USA : Springer. pp. 349-358. ISBN 978-1-4419-6487-8.
- LEE, N. – BRODERICK, A. J. – CHAMBERLAIN, L. 2007. What is 'neuromarketing'? A discussion and agenda for future research. In *International Journal of Psychophysiology* [online], vol. 63, no. 2, pp. 199-204 [cit. 2020-06-12]. Dostupné na: <https://doi.org/10.1016/j.ijpsycho.2006.03.007>

LEWIS, D. – BRIDGER, D. 2005. Market researchers make increasing use of brain imaging. In *Advances in Clinical Neuroscience and Rehabilitation* [online], vol. 5, no. 3, pp. 36-37 [cit. 2020-03-15]. Dostupné na: <http://www.acnr.co.uk/pdfs/volume5issue3/v5i3specfeat.pdf>

LIN, Y. P. – WANG, C. H. – JUNG, T. P. – WU, T. L. – JENG, S. K. – DUANN, J. R. – CHEN, J. H. 2010. EEG-based emotion recognition in music listening, *Biomedical Engineering*. In *IEEE Transactions on Biomedical Engineering* [online], vol. 57, no. 7, pp. 1798-1806 [cit. 2020-06-12]. Dostupné na: <https://doi.org/10.1109/TBME.2010.2048568>

LINDSTROM, M. 2009. *Nákupologie*. Brno, Česká republika : Computer Press. 232 s. ISBN 978-80-251-2396-6.

LITT, A. – SHIV, B. 2012. Manipulating basic taste perception to explore how product information affects experience. In *Journal of Consumer Psychology* [online], vol. 22, no. 1, pp. 55-66 [cit. 2020-06-16]. Dostupné na: <https://doi.org/10.1016/j.jcps.2011.11.007>

LIU, H. – XU, X. M. – GUO, S. D. 2008. Comparison of full-fat and low-fat cheese analogues with or without pectin gel through microstructure, texture, rheology, thermal and sensory analysis. In *International Journal of Food Science and Technology* [online], vol. 43, no. 9, pp. 1581-1592 [cit. 2020-04-10]. Dostupné na: <https://doi.org/10.1111/j.1365-2621.2007.01616.x>

LUCK, S. J. 2014. *An Introduction to the Event-Related Potential Technique*. 2nd edition. London, UK : The MIT Press. 416 p. ISBN 9780262525855.

MAJCHER, A. M. – JELEŃ, H. H. 2011. Key Odorants of Oscypek, a Traditional Polish Ewe's Milk Cheese. In *Journal of Agricultural and Food Chemistry* [online], vol. 59, no. 9, pp. 4932-4937 [cit. 2020-03-02]. Dostupné na: <https://doi.org/10.1021/jf2002602>

MALA, P. 2012. *Senzorická analýza potravín*. 1. vyd. Košice, Slovenská republika : Univerzita veterinárskeho lekárstva a farmácie v Košiciach. 156 s. ISBN 978-80-8077-297-0.

MARCHESINI, G. – BALZAN, S. – SEGATO, S. – NOVELLI, E. – ANDRIGHETTO, I. 2009. Colour traits in the evaluation of the ripening period of Asiago cheese. In *Italian Journal of Animal Science* [online], vol. 8, pp. 411-413 [cit. 2020-04-12]. Dostupné na: <https://doi.org/10.4081/ijas.2009.s2.412>

MEILGAARD, C. V. – CIVILLE, G. V. – CARR, B. T. 2007a. *Sensory Evaluation Techniques*. 4th ed. Boca Raton, FL, USA : CRC Press [online]. 464 p. [cit. 2020-06-16]. ISBN 9780849338397. Dostupné na: <https://doi.org/10.1201/b16452>

MEILGAARD, M. M. – CIVILLE, G. V. – CARR, T. 2007b. *Overall difference tests: Does a sensory difference exist between samples? Sensory Evaluation Techniques*. 4th ed. New York, NY, USA : CRC Press [online]. pp. 63-104 [cit. 2020-06-13]. Dostupné na: <https://doi.org/10.1201/b16452-7>

MEILGAARD, M. M. – CIVILLE, G. V. - CARR, T. 2007c. *Affective tests: Consumer tests and in-house panel acceptance tests Sensory Evaluation Techniques*. 4th ed. New York, NY, USA : CRC Press [online]. pp. 255-309 [cit. 2020-04-20]. Dostupné na: <https://doi.org/10.1201/b16452-13>

MEISELMAN, H. L. 2009. *Meals in Science and Practice*. Boca Raton, FL, USA: CRC Press. pp. 148-151. ISBN 978-1-4398-0106-2.

MILOSAVLJEVIC, M. – NAVALPAKKAM, V. – KOCH, C. – RANGEL, A. 2012. Relative visual saliency differences induce sizable bias in consumer choice. In *Journal of Consumer Psychology* [online], vol. 22, no. 1, pp. 67-74 [cit. 2020-04-10]. Dostupné na: <https://doi.org/10.1016/j.jcps.2011.10.002>

MORIN, C. 2011. Neuromarketing: The New Science of Consumer Behavior. In *Society* [online], vol. 48, no. 2, pp. 131-135 [cit. 2020-06-12]. Dostupné na: <https://doi.org/10.1007/s12115-010-9408-1>

NAKONEČNÝ, M. 2000. *Lidské emoce*. Praha, Česká republika : Academia. 336 s. ISBN: 8020007636.

NAŠČÁKOVÁ, J. – DANKOVÁ, L. 2017. Neuromarketing – nové trendy v skúmaní správania a rozhodovania spotrebiteľa. In *Transfer inovácií* [online], vol. 35, s. 85-88 [cit. 2020-02-04]. Dostupné na: <http://www.sjf.tuke.sk/transferinovacii/35/neuromarketing-nove-trendy-v-skumani-spravania-a-rozhodovania-spotrebitela>

NELSON, C. A. – McCLEERY, J. P. 2008. Use of Event-Related Potentials in the Study of Typical and Atypical Development. In *Journal of the American Academy of Child &*

Adolescent Psychiatry, vol. 47, no. 11, pp. 1252-1261. Dostupné na: <https://doi.org/10.1097/CHI.0b013e318185a6d8>

NEUMANN, R. – MOLNÁR, P. – ARNOLD, S. 1990. *Senzorické skúmanie potravín*. 1. vyd. Bratislava, Slovenská republika : Alfa. 352 s. ISBN 80-05-00612-8.

NOLEN-HOEKSEMA, S. – FREDERICKSON, L. B. – LOFTUS, G. R. – WAGENAAR, W. A. 2012. *Psychologie Aktinsonové a Hilgarda*. Praha, Česká republika : Portál. 888 s. ISBN 978-80-262-0083-3.

NUTTAVUTHISIT, K. 2019. Focus Group Interview. In *Qualitative Consumer and Marketing Research* [online]. Gateway East, Singapore : Springer, pp. 141-164 [cit. 2020-03-15]. ISBN 978-981-13-6142-5. Dostupné na: https://doi.org/10.1007/978-981-13-6142-5_6

OLÁH, L. – FORGAŠOVÁ, V. 2013. *Neuromarketing – revolúcia v skúmaní správania spotrebiteľa?* [online] [cit. 2020-02-04]. Dostupné na: <http://www.ruonline.sk/neuromarketing-%E2%80%93-revolucia-v-skumani-spravania-spotrebiteľa/>

OREL, M. – FACOVÁ, V. 2010. *Člověk, jeho smysly a svět*. Praha, Česká republika : Grada Publishing. 248 s. ISBN 978-80-247-2946-6.

PALOKANGAS, L. 2010. Measuring the willingness to purchase using methods of neuromarketing [online]. 108 p. [cit. 2020-02-04]. Dostupné na: http://neuroeconomics.laurea.fi/dokumentit/palokangas_thesis.pdf

PARK, H. S. – PARK, J. – PARK, N. H. – PARK, M. H. – SONG, Y. J. 2018. Flexible galvanic skin response sensor based on vertically aligned silver nanowires. In *Sensors and Actuators B: Chemical* [online], vol. 273, pp. 804-808 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1016/j.snb.2018.06.125>

PARK, Y. W – GERARD, P. D. – DRAKE, M. A. 2006. Impact of frozen storage on flavor of caprine milk cheeses. In *Journal of Sensory Studies* [online], vol. 21, no. 6, pp. 654-663 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1111/j.1745-459X.2006.00089.x>

PETROVICKÝ, P. 2008. *Klinická neuroanatomie CNS s aplikovanou neurologií a neurochirurgií*. Praha, Česká republika : Triton. 628 s. ISBN 9788073870393.

PLAKHIN, A. – SEMENETS, I. – OGORODNIKOVA, E. – KHUDANINA, M. 2018. New directions in the development of neuromarketing and behavioral economics. In *MATEC Web of Conferences* [online], vol. 184, 6 p. [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1051/mateconf/201818404023>

PLASSMANN, H. – O'DOHERTY, J. – RANGEL, A. 2007. Orbitofrontal cortex encodes willingness to pay in everyday economic transactions. In *The Journal of Neuroscience* [online], vol. 27, no. 37, pp. 9984-9988 [cit. 2020-06-12]. Dostupné na: <https://doi.org/10.1523/JNEUROSCI.2131-07.2007>

PLASSMANN, H. – RAMSOY, T. Z. – MILOSAVLJEVIC, M. 2012. Branding the brain: A critical review and Outlook. In *Journal of Consumer Psychology* [online], vol. 22, no. 1, pp. 18-36 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1016/j.jcps.2011.11.010>

PLASSMANN, H. – YOON, C. – FEINBERG, F. M. – SHIV, B. 2011. Consumer neuroscience. In SHETH, J. N. and MALHOTRA, N. K. *Wiley international encyclopedia of marketing*. West Sussex, UK : Wiley [online]. 8 p. [cit. 2020-04-10]. Dostupné na: <https://doi.org/10.1002/9781444316568.wiem03051>

POKORNÝ, J. – VALENTOVÁ, H. – PANOVSÁ, Z. 1999. *Senzorická analýza potravín*. Praha, Česká republika: Vysoká škola chemicko-technologická. 95 s. ISBN 80-7080-329-0.

POKORNÝ, J. 1997. *Metody senzorické analýzy potravín a stanovení senzorické jakosti*, Praha, Česká republika : Ústav zemědělských a potravinářských informací. 195 s. ISBN 80-85120-34-8.

PRADEEP, A. K. 2010. *The buying brain: secrets for selling to the subconscious mind*. Hoboken, NJ, USA : John Wiley and Sons. 272 p.

PRASZKIER, R. 2016. Empathy, mirror neurons and SYNC. In *Mind and Society* [online], vol. 15, no. 1, pp. 1-25 [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1007/s11299-014-0160-x>

PRÍBELA, A. – KOSNÁČOVÁ, J. – PRIBILOVÁ, J. 2006. Hodnotenie potravín : 7. kapitola. In HELD, Ľ. *Teória a prax k zdravej výžive v školách*. Bratislava, Slovenská republika: VEDA, s. 327-353. ISBN 80-8082-077-5.

PRÍBELA, A. – MAĽA, P. – SABOLOVÁ, G. – TUREK, P. – MÁTÉ, D. – BARANOVÁ, M. – NAGY, J. 2001. *Senzorické hodnotenie potravinárskych surovín, aditívnych látok a výrobkov*. 1. vyd. Košice, Slovenská republika : IVVL. 68 s. ISBN 80-968464-6-9.

R CORE TEAM. 2020. *R: A language and environment for statistical computing*. R Foundation for Statistical Computing, Vienna, Austria [online] [cit. 2020-08-04]. Dostupné na: <https://www.R-project.org/>

RAMIREZ, R. – VAMVAKOUSIS, Z. 2012. Detecting Emotion from EEG Signals Using the Emotive Epoc Device. In *International Conference, BI 2012, Macau, China, December 4-7* [online]. 9 p. [cit. 2020-06-18]. ISBN 978-3-642-35138-9.

REIMANN, M. – CASTAÑO, R. – ZAICHKOWSKY, J. – BECHARA, A. 2012. How we relate to brands: Psychological and neurophysiological insights into close consumer brand relationships. In *Journal of Consumer Psychology* [online], vol. 22, no. 1, pp. 128-142 [cit. 2020-04-20]. Dostupné na: <https://doi.org/10.1016/j.jcps.2011.11.003>

RENVOISÉ, P. – MORIN, C. 2007. *Neuromarketing Understanding the "buy buttons" in your customer's brain*. Nashville, TN, USA : Thomas Nelson. 253 p. ISBN 978-159-5551-351.

RESURRECCION, A. V. A. 1998. *The consumer panel Consumer Testing for Product Development*. Gaithersburg, MD, USA : Aspen Publishers, pp. 71-91. ISBN: 0-8342-1209-9.

RIZZOLATTI, G. – CRAIGHERO, L. 2004. The Mirror-Neuron System. In *Annual Review of Neuroscience* [online], vol. 27, pp. 169-192 [cit. 2020-02-04]. Dostupné na: <https://scihub.tw/https://doi.org/10.1146/annurev.neuro.27.070203.144230>

RIZZOLATTI, G. – SINIGAGLIA, C. 2016. The mirror mechanism: a basic principle of brain function. In *Nature Reviews Neuroscience* [online], vol. 17, pp. 757-765 [cit. 2020-04-10]. Dostupné na: <https://doi.org/10.1038/nrn.2016.135>

RUFF, C. C. – HUETTEL, S. A. 2014. Experimental methods in cognitive neuroscience. In Glimcher, P. W. and Fehr, E. *Neuroeconomics: decision making and the brain*. London, UK : Academic Press [online]. pp. 77-108 [cit. 2020-06-18]. Dostupné na: <https://doi.org/10.1016/B978-0-12-416008-8.00006-1>

SAAD, G. – STENSTROM, E. 2012. Calories, beauty, and ovulation: the effects of the menstrual cycle on food and appearance-related consumption. In *Journal of Consumer Psychology* [online], vol. 22, no. 1, pp. 102-113 [cit. 2020-04-20]. Dostupné na: <https://doi.org/10.1016/j.jcps.2011.10.001>

SEMJON, B. – MAĽOVÁ, J. – VATAŠČINOVÁ, T. – MAĽA, P. 2019. Sensory profile of Parenica cheese varieties made from pasteurized cow's milk. In *Potravinárstvo Slovak Journal of Food Sciences* [online], vol. 13, no. 1, pp. 76-82 [cit. 2020-06-13]. Dostupné na: <https://doi.org/10.5219/1024>

SHARIF, M. K. – SHARIF, H. R. – BUTT, M. G. – NASIR, M. 2017. Sensory Evaluation and Consumer Acceptability. In *Handbook of Food Science and Technology*. Boca Raton, FL, USA : CRC Press. pp. 362-384. ISBN 978-08-493-9847-6.

SHERLOCK, M. – LABUZA, T. P. 1992. Consumer perceptions of consumer time-temperature indicators for use on refrigerated dairy foods. In *Journal of Dairy Science* [online], vol. 75, no. 11, pp. 3167-3176 [cit. 2020-06-13]. Dostupné na: [https://doi.org/10.3168/jds.S0022-0302\(92\)78081-3](https://doi.org/10.3168/jds.S0022-0302(92)78081-3)

SHIV, B. – BECHARA, A. – LEVIN, I. – ALBA, J. W. – BETTMAN, J. R. – DUBE, L. – ISEN, A. – MELLERS, B. – SMIDTS, A. – GRANT, S. J. – MCGRAW, A. P. 2005. Decision neuroscience. In *Marketing Letters* [online], vol. 16, no. 3-4, pp. 375-386 [cit. 2020-06-12]. Dostupné na: <https://doi.org/10.1007/s11002-005-5899-8>

SCHIFFMAN, L. G. – KANUK, L. L. 2004. *Nákupní chování*. Brno, Česká republika: Computer Press. 695 s. ISBN 80-251-0094-4.

SCHIFFMAN, L. G. – WISENBLIT, J. 2019. *Consumer behavior*. 12th ed. London, UK: Pearson English Readers. 512 p. ISBN 978-12-922-6924-5.

SOKOLOW, H. 2015. Descriptive analysis and the dimensions of sensory perception: 1 chapter. In *Applied Sensory Analysis of Foods*. Boca Raton, FL, USA : CRC Press. pp. 3-20. ISBN 0-8493-6705-0.

SOMANI, P. 2016. *NeuroMarketing : Where Brain, Science and Market meet* [online], 5 p. [cit. 2020-09-21]. Dostupné na: <https://silo.tips/download/neuromarketing-where-brain-science-and-market-meet>

SONGSAMOE, S. – SAENGWONG-NGAM, R. – KOOMHIN, P. – MATAN, N. 2019. Understanding consumer physiological and emotional responses to food products using electroencephalography (EEG). In *Trends in Food Science and Technology* [online], vol. 93, pp. 167-173 [cit. 2020-06-16]. Dostupné na: <https://doi.org/10.1016/j.tifs.2019.09.018>

STASI, A. – SONGA, G. – MAURI, M. – CICERI, A. – DIOTALLEVI, F. – NARDONE, G. – RUSSO, V. 2018. Neuromarketing empirical approaches and food choice: A systematic review. In *Food Research International* [online], vol. 108, pp. 650-664 [cit. 2020-06-10]. Dostupné na: <https://doi.org/10.1016/j.foodres.2017.11.049>

STEIDL, P. – GENCO, S. J. – POHLMANN, A. P. 2013. *Neuromarketing For Dummies*. Mississauga, ON, Canada : John Wiley and Sons. 408 p. ISBN 978-11-185-1858-8.

STN EN ISO 8989. 2007. Senzorická analýza. Všeobecný návod na usporiadanie senzorických pracovísk.

STONE, H. – SIDEL, J. L. 2004. *Sensory Evaluation Practices*. Redwood City, CA, USA : Academic Press. 408 p. ISBN 9780080474359.

SVĚTLÍK, J. 2012. *O podstatě reklamy*. Bratislava, Slovenská republika : Eurokódex. 312 s. ISBN: 978-80-8944-785-5.

SVĚTLÍK, J. 2017. *REKLAMA: Teorie, koncepce, modely*. Rzeszow, Poland : Wyższa Szkoła Informatyki i Zarządzania z siedzibą w Rzeszowie. 623 s. ISBN 978-83-64286-71-1.

ŠÁŠIKOVÁ, M. 2013. *Neuromarketing na Slovensku a v zahraničí a jeho etické aspekty*. Bratislava, Slovenská republika: Ekonomická univerzita v Bratislave [online], 11 p. [cit. 2020-02-04]. Dostupné na: http://www.cutn.sk/Library/proceedings/mch_2013/editovane_prispevky/42.%20%C5%A0%C3%A1%C5%A1ikov%C3%A1.pdf

TAHAL, R. – ŠIMEČKOVÁ, T. – ŘÍHOVÁ, H. – HUNTOVÁ, H. – HOŘEJŠ, N. – VARJU, K. – HANZÁK, T. – FRIEDLAENDEROVÁ, H. – HOSPODSKÝ, R. – HERINK, O. 2017. *Marketingový výzkum: postupy, metody, trendy*. Praha, Česká republika : Grada Publishing. 64 s. ISBN 978-80-271-0206-8.

TEO, J. – CHEW, L. H. – MOUNTSTEPHENS, J. 2019. Improving subject- independent EEG preference classification using deep learning architectures with dropouts. In *Future of*

Information and Communication Conference [online], vol. 886, pp. 549-560 [cit. 2020-02-04]. Dostupné na: https://doi.org/10.1007/978-3-030-03402-3_38

TRELEAVEN-HAASARD, S. – GOLD, J. – BELLMAN, S. – SCHWEDA, A., CIORCIARI, J. – CRITCHLEY, C. – VARAN, D. 2010. Using the P3a to gauge automatic attention to interactive television advertising. In *Journal of Economic Psychology* [online], vol. 31, no. 5, pp. 777-784 [cit. 2020-06-12]. Dostupné na: <https://doi.org/10.1016/j.joep.2010.03.007>

TRINDADE, Y. – REBELO, F. – NORIEGA, P. 2018. Emotions Appraisal with Face Reading in a Touristic Virtual Environment Prototype. In REBELO, F. and SOARES, M. M. *Advances in Ergonomics in Design* [online], vol. 77, pp. 137-148 [cit. 2020-02-04]. Dostupné na: https://link.springer.com/chapter/10.1007%2F978-3-319-94706-8_16

TRIPATHY, M. – BAL, C. S. 2015. Applications of PET-CT in Neurological Disorders: An Overview. In KISHORE DAS, B. *Positron Emission Tomography* [online], Heidelberg, NY, USA : Springer. pp. 45-55 [cit. 2020-02-04], ISBN 978-81-322-2098-5. Dostupné na: <https://link.springer.com/content/pdf/10.1007/978-81-322-2098-5.pdf>

TURNER, D. C. – SAHAKIAN, B. J. 2006. Ethical questions in functional neuroimaging and cognitive enhancement. In *Poiesis and Praxis* [online], vol. 4, no. 2, pp. 81-94 [cit. 2020-06-12]. Dostupné na: <https://doi.org/10.1007/s10202-005-0020-1>

van der MAATEN, L. – HINTON, G. 2008. Visualizing data using t-SNE. In *Journal of machine learning research* [online], vol. 9, pp. 2579-2605 [cit. 2020-06-14]. Dostupné na: <https://jmlr.org/papers/volume9/vandermaaten08a/vandermaaten08a.pdf>

VECCHIATO, G. – TOPPI, J. – ASTOLFI, L. – DE VICO FALLANI, F. – CINCOTTI, F. – MATTIA, D. – BEZ, F. – BABILONI, F. 2011. Spectral EEG frontal asymmetries correlate with the experienced pleasantness of TV commercial advertisements. In *Medical and Biological Engineering and Computing* [online], vol. 49, no. 5, pp. 579-583 [cit. 2020-06-18]. Dostupné na: <https://doi.org/10.1007/s11517-011-0747-x>

VELČOVSKÁ, Š. 2006. Využití metod spotřebitelského testování výrobku pro senzorickou analýzu potravin. In *International Scientific Days 2006 "Competitiveness in the EU – Challenge for the V4 countries"*, Nitra, Slovenská republika, Máj 17-18 [online], pp. 624-630

[cit. 2020-02-04]. Dostupné na: https://spu.fem.uniag.sk/mvd2006/zbornik/sekcia2/s2_velcovska_sarka_144.pdf

VENKATRAMAN, V. – CLITHERO, J. A. – FITZIMONS, G. J. – HUETTEL, S. A. 2012. New scanner data for brand marketers: how neuroscience can help better understand differences in brand preferences. In *Journal of Consumer Psychology* [online], vol. 22, no. 1, pp. 143-153 [cit. 2020-04-10]. Dostupné na: <https://doi.org/10.1016/j.jcps.2011.11.008>

VIETORIS, V. – PAVELKOVÁ, A. 2008. Senzorická analýza v potravinárstve III. In *Potravinárstvo* [online], vol. 2, no. 3, s. 27-32 [cit. 2020-02-04]. ISSN 1337-0960.

VYSEKALOVÁ, J. – TOMEK, I. – KOTYZOVÁ, P. – JURÁŠKOVÁ, O. – JUŘIKOVÁ, M. 2011. *Chování zákazníka: Jak odkrýt tajemství „černé skřínky“*. Praha, Česká republika : Grada Publishing. 360 s. ISBN 978-80-247-3528-3.

VYSEKALOVÁ, J. 2004. *Psychologie spotřebitele : Jak zákazníci nakupují*. Praha, Česká republika : Grada Publishing. 283 s. ISBN 80-247-0393-9.

VYSEKALOVÁ, J. 2012. *Psychologie reklamy*. Praha, Česká republika : Grada Publishing. 328 s. ISBN 978-80-247-4005-8.

WILSON, R., M. – GAINES, J. – HILL, R. P. 2008. Neuromarketing and Consumer free Will. In *The Journal of Consumer Affairs* [online], vol. 42, no. 3, pp. 389-410 [cit. 2020-04-10]. ISSN 0022-0078. Dostupné na: <https://doi.org/10.1111/j.1745-6606.2008.00114.x>

WINE BUSINESS MONTHLY. 2020. What's Cool: Eye-tracking Technology [online] [cit. 2020-07-20]. Dostupné na: <https://www.winebusiness.com/wbm/?go=getArticleSignIn&dataId=88147>

WOLZ, I. – SAUVAGET, A. – GRANERO, R. – MESTRE-BACH, G. – BAÑO, M. – MARTÍN-ROMERA, V. – VECIANA DE LAS HERAS, M. – JIMÉNEZ-MURCIA, S. – JANSEN, A. – ROEFS, A. – FERNÁNDEZ-ARANDA, F. 2017. Subjective craving and event-related brain response to olfactory and visual chocolate cues in binge-eating and healthy individuals. In *Scientific Reports* [online], vol. 7, 10 p. [cit. 2020-06-12]. Dostupné na: <https://doi.org/10.1038/srep41736>

- WRIGHT, J. M. – CARUNCHIA WHETSTINE, M. E. – MIRACLE, R. E. – DRAKE, M. A. 2006. Characterization of a cabbage off-flavor in whey protein isolate. In *Journal of Food Science* [online], vol. 71, no. 2, pp. C86-C90 [cit. 2020-04-10]. Dostupné na: <https://doi.org/10.1111/j.1365-2621.2006.tb08887.x>
- YOUNG, N. D. – DRAKE, M. – LOPETCHARAT, K. – MCDANIEL, M. R. 2004. Preference mapping of Cheddar cheeses. In *Journal of Dairy Science* [online], vol. 87, no. 1, pp. 11-19 [cit. 2020-02-19]. Dostupné na: [https://doi.org/10.3168/jds.S0022-0302\(04\)73136-7](https://doi.org/10.3168/jds.S0022-0302(04)73136-7)
- ZAIWALLA, Z. 2018. To EEG or not EEG. In *Paediatrics and Child health* [online], vol. 28, no. 6, pp. 289-292. [cit. 2020-02-04]. Dostupné na: <https://doi.org/10.1016/j.paed.2018.04.013>
- ZAJÁC, P. – MARTIŠOVÁ, P. – ČAPLA, J. – ČURLEJ, J. – GOLIAN, J. 2019. Characterization of textural and sensory properties of oštiepok cheese. In *Potravinárstvo Slovak Journal of food sciences* [online], vol. 13, no. 1, pp. 116-130 [cit. 2020-04-20]. Dostupné na: <https://doi.org/10.5219/855>
- ZELIOVÁ, A. 2002. *Manažérstvo kvality na vysokých školách*. Košice, Slovenská republika: Technická univerzita v Košiciach. s. 71-86. ISBN 978-80-709-9769-7.
- ZURAWICKI, L. 2010. Neuromarketing: exploring the brain of the consumer. Heidelberg, Germany : Springer-Verlag Berlin Heidelberg [online]. 273 p. [cit. 2020-06-16]. ISBN 978-3-540-77828-8. Dostupné na: https://doi.org/10.1007/978-3-540-77829-5_1
- ZUSCHKE, N. 2019. An analysis of process-tracing research on consumer decision-making. In *Journal of Business Research* [online], vol. 111, pp. 305-320 [cit. 2019-02-26]. Dostupné na: <https://doi.org/10.1016/j.jbusres.2019.01.028>