

## Personal and professional data sheet

Name: Dr. Enikő Kontor	Date of birth: 1963
College or university degree and qualification, issuer and year of the diploma	
<i>Economist, Janus Pannonius University at Pécs, Faculty of Economics, 1985</i>	
Current workplace(s), position(s) listed in the appointment, in case of multiple workplaces, <u>underline</u> the institution you have a “declaration of exclusivity” (accreditation) with.	
<i>University of Debrecen, Faculty of Economics and Business, Institute of Marketing and Commerce, Marketing Department – assistant professor</i>	
Scientific degree (PhD, Csc, DLA) (in case of a recent PhD/DLA (i.e. within 5 years) add the title of the dissertation as well) or Academy of Sciences/Arts title/membership (“dr. habil” title, doctor of the Hungarian Academy of Sciences (DSc) title; by indicating the discipline and the date), other titles	
<i>PhD (in Economics, 2014)</i>	
Educational activity so far	
<ul style="list-style-type: none"> <li>• <i>Teaching experience in higher education: 30 years; Teaching experience in English: 2 years;</i></li> <li>• <i>Subjects taught in Hungarian (main subjects related to the present teaching areas): Marketing, Marketing Management, Advanced Marketing Management, Marketing Strategy, Marketing Communication, Advertising and Advertising Planning, Marketing Research, Direct Marketing, Consumer Behavior, Product and Services Marketing, Consumption Theory and Purchasing Behavior;</i></li> <li>• <i>Teaching in foreign language (main subjects related to the present teaching areas): Consumer Behavior, Advertising and Advertising Planning;</i></li> <li>• <i>Development and introduction of new subjects in university education: Advertising and Advertising planning (in Hungarian and in English), Consumer Behavior (in Hungarian and in English), Consumption Theory and Purchasing Behavior (in Hungarian);</i></li> <li>• <i>Consultation: master and bachelor theses: more, than 200 students, Students’ Scientific Association Faculty Conference theses: 5 students, Students’ Scientific Association National Conference theses: 3 students;</i></li> <li>• <i>Functions in doctoral programs: UD Ihrig Károly Doctoral School: supervisor (2 students)</i></li> </ul>	
Relationship between the professional/research activity of the tutor and the course(s) to be taught	
<p>a) publications in the (specific) <u>professional area</u> (at most 5 typical publications)</p> <ol style="list-style-type: none"> <li>1. Zoltán Szakály; Enikő Kontor; Sándor Kovács; József Popp; Károly Pető; Zsolt Polereczki (2018): Adaptation of the Food Choice Questionnaire: the case of Hungary. <i>British Food Journal</i> 120:7 pp. 1474-1488.</li> <li>2. Kontor Enikő; Szakály Zoltán; Véha Miklós; Kiss Marietta (2018): Egészség vagy íz? Fogyasztói dilemmák a funkcionális élelmiszerekkel kapcsolatban: Szakirodalmi áttekintés. (Health or taste? Consumer dilemmas with functional foods.) <i>Táplálkozásmarketing</i> 5:2 pp. 17-29.</li> <li>3. Kontor Enikő; Kovács Bence; Szakály Zoltán; Kiss Marietta (2019): A védjegyekkel kapcsolatos attitűd és az életstílusjegyek összefüggései. (Relationships between trademark attitudes and lifestyle traits.) <i>Statisztikai Szemle</i> 97:4 pp. 364-386.</li> <li>4. Szakály Zoltán; Soós Mihály; Balsa-Budai Nikolett; Kovács Sándor; Kontor Enikő (2020): The effect of an evaluative label on consumer perception of cheeses in Hungary. <i>Foods</i> 9:5 p. 563.</li> <li>5. Szakály Zoltán; Popovics Péter; Szakály Márk; Kontor Enikő (2020): A vásárlói magatartás elemzése az élelmiszer- és üzletválasztást befolyásoló tényezők alapján. (Analysis of shopping behaviour based on factors influencing food choice and store selection.) <i>Marketing és Menedzsment</i> 54:2. klsz pp. 7-17.</li> </ol> <p>b) further scientific research, development, creative or artistic achievements</p> <ul style="list-style-type: none"> <li>• <i>Research area: During her 30 years in academia, his main areas of research were: market orientation of small and medium sized entrepreneurship, various aspect of food purchasing behaviour, various</i></li> </ul>	

aspect of functional food, nudge marketing, various aspects of consumer behaviour in nutrition marketing;

- *Educational development activity*: Author of four chapters of the Food Marketing textbook, Compilation of a marketing educational guide;
  - *Number of her publications*: 61, which has so far received 149 independent citations. The number of her scientific publications is 59, of which 27 are scientific journal articles (of which 7 have been published in international, 1 in foreign language Hungarian journals and another 19 in Hungarian language journals in Hungarian). Hirsch index 6. Cumulative impact factor 14,536. MTMT list: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10037945&paging=1;100>
- c) professional expertise, experience, certifiable reputation
- *Membership in scientific and professional committees and bodies*: Founding (2014-) and member of the Association for Marketing Education and Research (EMOK); Scientific Committee memberships at conferences (EMOK XXII. Hungarian Conference, Debrecen, 2016; EMOK XXIII. Hungarian Conference, Pécs, 2017; member of the Final Examination Committee (once or twice a year for 30 years); Students' Scientific Association Faculty Conference Committee member (4 times), Doctoral Evaluation Committee member (4 times);
  - *Membership in education and training development committees, bodies*: member of Faculty Council (University of Miskolc); member of Educational Committee (University of Miskolc); member of Educational Committee and Credit Transfer Committee (UD, Faculty of Economics, 2001-2014); member of Credit Transfer Committee (UD, Faculty of Economics and Business Administration, 2014-);
  - *Membership in other committees, bodies*: Member of the Hungarian Society of Nutrition (2018-)
  - *Membership in the editorial board of scientific journals*: The Hungarian Journal of Nutrition Marketing (2014-), Hungarian Dairy Journal (2018-);
  - *Recognitions related to teaching*: Award "for Faculty of Economics and Business" (UD, Faculty of Economics, 2011); Dean's Certificate of Recognition (UD Faculty of Economics and Business, 2016)