

## Personal and professional data sheet

Name: Bakosne Kiss, Virag Agnes	Name at birth: 1985
College or university degree and qualification, issuer and year of the diploma	
<i>pedagogy and communication BA, University of Debrecen - 2010</i> <i>educational research MA, University of Debrecen – 2012</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>assistant professor, University of Debrecen Faculty of Economics and Business, Institution of Marketing and Commerce</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	
<ul style="list-style-type: none"> <li>• <i>PhD of Management and Organizational Sciences - 2019</i></li> </ul>	
Educational activity so far	
<ul style="list-style-type: none"> <li>• <i>Marketing planning 2019- , Service Marketing 2020-</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> <p><i>Kiss, Virág Á. ; Balsa-Budai, N.: Conscious buyers in the used products market. KÖZÉP-EURÓPAI KÖZLEMÉNYEK 12 : 2 pp. 197-214. , 18 p. (2020)</i></p> <p><i>Kiss, Virág Ágnes ; Dombi, Mihály ; Szakály, Zoltán (2019): The relationship between health, the environment and food - A review of the literature. TÁPLÁLKOZÁSMARKETING 6 : 1 pp. 3-24. , 22 p.</i></p> <p><i>Kiss, V Á ; Kovács, S ; Szakály, Z (2016): Analysis of the values of sustainable development and health-conscious lifestyle among high school students. TÁPLÁLKOZÁSMARKETING 3 : 2 pp. 41-62. , 22 p.</i></p> <p><i>Kiss, Virág Ágnes (2015) National and international review of the trends related to the sustainable consumption. SELYE E-STUDIES 6 : 1 pp. 90-100. , 11 p.</i></p> <p>b) further scientific research, development, creative or artistic achievements</p> <p><i>Areas of research: sustainable consumption, online marketing, short supply chains, consumer preferences related to local products, sharing economy, food marketing</i></p> <p>c) professional expertise, experience, certifiable reputation</p> <p>a) publications related to the (narrower) field (max. 5 typical publications)</p> <p><i>Kiss, Virág Á. ; Balsa-Budai, N .: Conscious buyers in the market of used products. CENTRAL EUROPEAN PUBLICATIONS 12: 2 pp. 197-214. , 18 p. (2020)</i></p> <p><i>Kiss, Ágnes Virág; Dombi, Mihály; Szakály, Zoltán (2019): The relationship between health, the environment and food - Literature review. NUTRITION MARKETING 6: 1 pp. 3-24. , 22 p.</i></p> <p><i>Kiss, V Á; Kovács, S; Szakály, Z (2016): Analysis of the values of sustainable development and health-conscious lifestyle among high school students. NUTRITION MARKETING 3: 2 pp. 41-62. , 22 p.</i></p> <p><i>Kiss, Virág Ágnes (2015) National and international review of the trends related to the sustainable consumption. SELYE E-STUDIES 6: 1 pp. 90-100. , 11 p.</i></p>	

b) additional scientific researchers, developers, creators, artistic achievements

*Areas of research: sustainable consumption, online marketing, short supply chains, consumer preferences related to local products, sharing economy, food marketing*

c) the professional skills, experience and verifiable recognition acquired so far

*Tender researchers, award-winning activities: Campus Hungary - mobility tender, 2015; - EFOP-3.6.2-16-2017-00003 "Establishment of a Research Network for Sports, Recreation and Health Economy Cooperation", EFOP-3.6.2-16-2017-00001 Research of complex rural economic and sustainability developments, development of its service network in the Carpathian Basin, EFOP-3.6.1-16-2016-00022 Debrecen Venture Catapult Program - scholarship holder, then industry contact*

*Organizing and conducting a scientific event: International Nutrition Marketing Conference 2015-; HUCER Conference of Education Researchers 2009-2012; Debrecen Venture Catapult event series 2019-*

*Scientific membership in professional organizations: Hungarian Society of Nutrition 2016-; Association for Marketing Education and Research 2015-; HERA - Hungarian Association of Education Researchers 2010-*

*Publication editing, proofreading: Nutrition marketing journal editor, proofreader; Management Science Lecturer; Corvinus Journal of Sociology and Social Policy - lecturer*

*Recognitions: Outstanding OTDK Supervisor Award, DE GTK (2019); Recognition Diploma of the Dean, DE GTK (2017)*