

## Personal and professional data sheet

Name: <b>Nikolett Balsa-Budai</b>	Name at birth: Nikolett Budai
College or university degree and qualification, issuer and year of the diploma	
<ul style="list-style-type: none"> <li>• <i>Economist in Commerce and Marketing, University of Debrecen GTK (2015)</i></li> <li>• <i>Economist in Business Development, University of Debrecen GTK (2018)</i></li> </ul>	
Current workplace(s), position(s) listed in the appointment, in case of multiple workplaces, underline the institution you have a "declaration of exclusivity" (accreditation) with.	
<ul style="list-style-type: none"> <li>• <i>University of Debrecen, Faculty of Economics and Business, Institute of Marketing and Commerce - PhD student</i></li> </ul>	
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	
Educational activity so far	
<ul style="list-style-type: none"> <li>- <i>Time spent in education: 3 years; Experience of education in English: 1 year;</i></li> <li>- <i>Subjects in Hungarian: Basics of Marketing, Marketing Management;</i></li> <li>- <i>Subjects in English: Marketing Planning and Audit, Marketing;</i></li> <li>- <i>Thesis writing: 12 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> <ul style="list-style-type: none"> <li>- Balsa-Budai, N. - Szakály, Z. (2018): The investigation of sustainable values among the students of the University of Debrecen. The Hungarian Journal of Nutrition Marketing. 5 (1) pp. 3-20.</li> <li>- Balsa-Budai, N. - Kiss, M. - Kovács, B. - Szakály, Z. (2019): Attitudes of Voluntary Simplifier University Students in Hungary. Sustainability. 11 (6) pp. 1-15.</li> <li>- Kiss V., Balsa-Budai N., Soós M., Szakály Z. (2019): Examination of sustainable and health-conscious lifestyle among the Hungarian population based on the results of three research. Proceedings 5th CARPE Conference: Horizon Europe and beyond. pp. 114-118.</li> <li>- Balsa-Budai N. - Szakály Z. (2021): Examination of sustainable consumer behaviour in the market of milk and milk substitutes. Hungarian Dairy Journal. 78 (1-2) pp. 3-17.</li> </ul> <p>b) further scientific research, development, creative or artistic achievements</p> <ul style="list-style-type: none"> <li>• <i>Scientific achievements: XXXIV. National Scientific Students' Associations Conference 1. place (2019); University of Debrecen</i></li> </ul>	

Károly Ihrig Doctoral School of Management and Business Best Performing Award (2021)

c) professional expertise, experience, certifiable reputation

- *Research Scholarship*: 2020-2021 ÚNKP-21-3-II. Research Scholarship Applications for PhD Students and PhD Candidates
- *Membership of scientific bodies*: Ihrig Károly College membership (2018-); EMOK- Association of Marketing Education and Research (2018-); Hungarian Society of Nutrition (2020-);

d) *certifiable reputation*: Pro Juventute Dean's Certificate of Appreciation (2018); Pro Juventute Dean's Certificate of Appreciation (2019)