

Personal and professional data sheet

Name: Mihály Dr. Soós	Name at birth: 1985
College or university degree and qualification, issuer and year of the diploma	
<i>Agricultural Engineer, University of Kaposvár, 2008</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>DE, GTK, Institute of Marketing and Commerce. - 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 (Management and Organizational Sciences) 2014</i> <i>Dr. Habil. (Management and Organizational Sciences) 2021</i>	
Educational activity so far	
<ul style="list-style-type: none"> ➤ <i>Consumer behaviour</i> ➤ <i>General knowledge of goods</i> ➤ <i>Economics, marketing</i> ➤ <i>Marketing planning and analysis</i> ➤ <i>Marketing management</i> ➤ <i>Marketing basics</i> ➤ <i>Introduction to marketing research</i> ➤ <i>Integrated marketing communication</i> ➤ <i>Marketing research and market analysis</i> ➤ <i>Product and brand strategies</i> ➤ <i>Sustainable consumption and marketing</i> ➤ <i>Marketing Communication</i> ➤ <i>Marketing Research</i> ➤ <i>Product and Brand Management</i> 	
Relationship between the professional/research activity of the tutor and the course(s) to be taught	
<p>a) publications in the (specific) professional area (at most 5 typical publications)</p> <ol style="list-style-type: none"> 1. <i>Szakály, Zoltán; Kovács, Bence; Szakály, Márk; Nagy-Pető, Dorka T.; Gál, Tímea; Soós, Mihály: Examination of the Eating Behavior of the Hungarian Population Based on the TFEQ-R21 Model</i> 2. <i>Szakály, Zoltán; Soós, Mihály; Balsa-Budai, Nikolett; Kovács, Sándor; Kontor, Enikő: The effect of an evaluative label on consumer perception of cheeses in Hungary; FOODS 9:5 p. 563 (2020)</i> <i>Folyóiratcikk/Szakcikk (Folyóiratcikk)/Tudományos</i> 3. <i>Gál, Tímea; Soós, Mihály; Szakály, Zoltán: Egészségtudatos táplálkozással kapcsolatos fogyasztói insight-ok feltárása netnográfiaival – Esettanulmány</i> <i>VEZETÉSTUDOMÁNY 48: 4. pp. 42-50., 9 p. (2017)</i> 4. <i>Szakály, Zoltán; Soós, Mihály; Szabó, Sára; Sente, Viktória: Role of labels referring to quality and country of origin in food consumers’ decisions. ACTA ALIMENTARIA: AN INTERNATIONAL JOURNAL OF FOOD SCIENCE 45:3 pp. 323-330., 8 p. (2016)</i> 5. <i>Soós, Mihály; Szabó, Sára; Szakály, Zoltán: The characteristics of consumer attitudes in the food market in Hungary. APSTRACT - APPLIED STUDIES IN AGRIBUSINESS AND COMMERCE 8:2-3 pp. 43-49., 7 p. (2014)</i> <p>b) further scientific research, development, creative or artistic achievements</p> <ol style="list-style-type: none"> 1. TÁMOP 4.2.4.A / 2-11-1-2012-0001 identification number, National Development Program - Development and operation of a system providing personal support for Hungarian 	

- students and researchers convergence program, Jedlik Ányos Scholarship Program. (Duration: 1 June 2013 - 1 June 2014)
2. EFOP-3.6.1-16-2016-00022 „Debrecen Venture Catapult Program” (University of Debrecen)
 3. EFOP-3.6.2-16-2017-00003 Establishment of the Research Network for Sports, Recreation and Health Economics (University of Debrecen)
 4. EFOP-3.6.2-16 call “Research of complex rural economic and sustainability developments, development of its service network in the Carpathian Basin” (University of Debrecen)
 5. GINOP-2.3.2-15-2016-00062; Improving the quality of life in Eastern Hungary: Nutritional, performance biology and biotechnology experimental research and tool development for the prevention and treatment of human diseases (University of Debrecen)
 6. TÁMOP-4.2.6-15 / 1-2015-0001, „COMPLEX INNOVATION - Health industry network in order to increase efficiency” (University of Debrecen)
 7. TÁMOP-4.1.2.E-15/1 / Conv. research subprogram (University of Debrecen)
 8. TÁMOP-6.1.2.B-14 / 1-2015-0001, "Healthy raw materials-healthy nutrition" pilot project for the quality development of public catering and the increase of consumer awareness in the entire supply chain (University of Debrecen)
 9. TÁMOP-4.1.1.C-12/1 / KONV-2012-0014 University cooperation in the field of food safety and gastronomy, DE-SZTE-EKF-NYME (University of Debrecen)
 10. TÁMOP-4.2.2 / B-10 / 1-2010-0019 “Development of the scientific training activities and professional workshops of the University of Kaposvár” (University of Kaposvár)
 11. SROP-4.1.1 “Development of a unified address database at the University of Kaposvár” (University of Kaposvár)
 12. KEOP-6.2.0 / B / 11-2011-0028 pilot projects promoting more sustainable lifestyles and consumption opportunities and promoting their spread - Kaposvár local product tender (University of Kaposvár)
 13. The application entitled TÁMOP-4.2.3 / 08 / 1-2009-0016, Innovative utilization of the knowledge base of the University of Kaposvár in order to replenish the research base and to develop the Hungarian agriculture and food industry. (University of Kaposvár)

c) professional expertise, experience, certifiable reputation

Based on the data in the MTMT, there are 103 scientific publications, of which 28 are scientific journal articles. The total number of independent citations is 106, of which 91 are in scientific publications. It was published in 7 foreign languages and 21 in Hungarian. Co-author of 1 university note in Hungarian.

He is a member of the Farming Circle. He is a member and chairman of the financial supervisory board of the Hungarian Nutrition Society. He is a member of the public body of the Hungarian Academy of Sciences and a member of the Hungarian Academy of Sciences, the Debrecen Academic Committee, and the Agricultural and Food Industry Marketing Working Committee. He is a founding member of the Hungarian Marketing Association, the Department of Agricultural and Food Marketing, and the Association for Marketing Education and Research.