

Name: Dr. Beata Bittner	year of birth: 1980
higher educational degree and professional qualification,, the certificate issuer, year	
Economist in Management and Leadership, University of Debrecen 2019 LEAN engineer, UD, 2014 English-Hungarian Technical Translator, UD, 2013 Agribusiness Manager (MA) University of Debrecen, 2004	
current employer(s), position(s), in case of more jobs, please, underscore the institution, which is given „exclusive” (accreditation) statement (A)!	
University of Debrecen, Faculty of Economics and Business, Institute of Applied Economics Sciences assistant professor	
scientific degree (PhD, CSc, DLA) (in case of fresh PhD/DLA obtained within 5 years the title of the dissertation!), and scientific/art academic title/membership („Dr. Habil” title, Doctor of the Hungarian Academi of Sciences (DSc); with discipline and date), other titles	
<i>Ph.D. (Business and Management)m 2011</i>	
teaching activity so far	
15 years, Education, main subjects: <ul style="list-style-type: none"> • Business Strategy • Business Economics • Service Company • Economy of Crop production • Sectoral economics Education in a foreign language: <ul style="list-style-type: none"> • Business Strategy • The Service Company • Economy of Crop production Development and introduction of new subjects in university education: Corporate strategy, The Service company, Service companies, Business studies I-II, Sectorial economics I-II. Consultation: Diploma and thesis: 87 pcs.	
the professional/scientific/research activity of the instructor and the relation between the subject(s) to be taught	
a) publications related to the (narrow) <u>professional field</u> (max. 5 typical publication) <ul style="list-style-type: none"> • Madai, Hajnalka ; Bittner, Beáta ; David, Forest ; Kovács, Tünde Zita ; Nagy, Adrián ; Nábrádi, András (2020): Stratégiát Megalapozó Elemzések Gyakorlati Alkalmazása, INTERNATIONAL JOURNAL OF ENGINEERING AND MANAGEMENT SCIENCES / MŰSZAKI ÉS MENEDZSMENT TUDOMÁNYI KÖZLEMÉNYEK 5 : 1 P. 30 , 10 P. (2020) • BITTNER, Beata ; NAGY, Adrian ; KOVACS, Tunde ; MADAI, Hajnalka (2020): METHODOLOGY OF THE EXTERNAL ENVIRONMENTAL ANALYSIS AS A PART OF STRATEGY PLANNING, ANNALS OF THE UNIVERSITY OF ORADEA ECONOMIC SCIENCE XXIX : 1 Pp. 461-466. , 6 P. (2020) • MADAI, Hajnalka ; BITTNER, Beata ; KOVACS, Tunde ; NAGY, Adrian METHODOLOGY OF THE INTERNAL ENVIRONMENTAL ANALYSIS AS A PART OF STRATEGY PLANNING ANNALS OF THE UNIVERSITY OF ORADEA ECONOMIC SCIENCE XXIX : 1 Pp. 551-556. , 6 P. (2020) • Bittner, Beáta ; Madai, Hajnalka ; Nagy, Adrián ; Nábrádi, András** ; Nábrádi, András** (szerk.) A stratégiai tervezés gyakorlata, Debrecen, Magyarország : Debreceni Egyetem (2018) , 178 p. ISBN: 9789634900535 	

b) further scientific, research, development, creative, artistic achievements

- Field of research: During the 15 years spent in the scientific field, the most important fields of her research were the following: Using strategic planning methods in practice. Economic and social effects of tobacco growing. Cost-income relations of crop production sector.
- Participation in educational development project (s): TÁMOP-4.1.2.A / 1-11 / 1-2011-0029 integration of Rural Development and Economic Agricultural Engineering (MSc) courses and conditional entrants, case study-based, practice-oriented, modular curriculum development; TÁMOP-4.1.1.F-13 / 1-2013-0004 Practice-oriented trainings and services corresponding to the needs of the labor market;
- Number of publications: 53, to which 3 references have been made. Number of scientific publications: 27, of which 13 are scientific journal articles.
- MTMT list: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10015511>

c) professional expertise, experience, certifiable reputation

- Continuous publishing activity in Hungarian and English
- Continuous participation in Hungarian and foreign conferences
- Project management and professional implementation activity in several domestic and EU applications
- Dean's Certificate of Recognition, University of Debrecen, Faculty of Agriculture, Food Science and Environmental Management (2014
- Pro Educatione Oeconomicae Award, 2014
- Dean of Recognition Diploma, University of Debrecen, Faculty of Economics and Business 2021
- Membership of the Hungarian Economic Association