

Personal and professional data sheet

Name: Dr. habil. Marietta Kiss	Date of birth: 1981
College or university degree and qualification, issuer and year of the diploma	
<p>– <i>Master's Degree in Economics, University of Debrecen, Faculty of Economics and Business Administration (2004)</i></p>	
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.	
<p>– <i>University of Debrecen, Faculty of Economics and Business, Institute of Marketing and Commerce, Marketing Department – assistant professor</i></p>	
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	
<p>– <i>PhD (in Economics, 2014)</i> – <i>dr. habil. (in Management and Business, 2020)</i></p>	
Educational activity so far	
<ul style="list-style-type: none"> - <i>Teaching experience in higher education: 15 years; Teaching experience in English: 10 years;</i> - <i>Subjects taught in Hungarian (main subjects related to the present teaching areas):</i> Marketing, Marketing Management, Advanced Marketing Management, International Marketing, Advanced International Marketing, Product and Services Marketing, Nonbusiness Marketing, Marketing Research, Introduction to Marketing Research, City and Region Marketing, Services Marketing, Strategic Management; - <i>Teaching in foreign language (main subjects related to the present teaching areas):</i> Marketing, Basics of Marketing, Marketing Management, Advanced Marketing Management, International Marketing, Advanced International Marketing, Services Marketing, Strategic Management, Advanced Strategic Management, Business Planning, Introduction to Business; - <i>Development and introduction of new subjects in university education:</i> Advanced International Marketing (in Hungarian), Nonbusiness Marketing (in Hungarian), Introduction to Marketing Research (in Hungarian), Advanced International Marketing, Advanced Marketing Management, Advanced Strategic Management, Management Cases, Personality and Team Development in Business Life (in Hungarian), Professional Research and Teaching Skill Development Seminar II. (in Hungarian); - <i>Consultation: master and bachelor theses:</i> 91 students (of which 11 in English), Students' Scientific Association Faculty Conference theses: 5 students, Students' Scientific Association National Conference theses: 4 students; - <i>Functions in doctoral programs:</i> UD Ihrig Károly Doctoral School: supervisor (4 students, of which 3 students in English), lecturer. 	
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"> 1) Kun, A. I. – Kiss, M. (2021): On the Mechanics of the Organic Label Effect: How Does Organic Labeling Change Consumer Evaluation of Food Products? Sustainability. 13(3) 1260. 2) Szakály, Z. – Kovács, B. – Szakály, M. – T. Nagy-Pető, D. – Popovics, P. – Kiss, M. (2021): Consumer acceptance of genetic-based personalized nutrition in Hungary. Genes & Nutrition. 16(1) pp. 1-12. 3) Szakály, Z. – Kovács, B. – Soós, M. – Kiss, M. – Balsa-Budai, N. (2021): Adaptation and Validation of the Food Neophobia Scale: The Case of Hungary. Foods. 10(8) 1766. 4) Szakály, Z. – Kovács, S. – Pető, K. – Huszka, P. – Kiss, M. (2019): A modified model of the willingness to pay for functional foods. Appetite. 138 pp. 94-101. 5) Balsa-Budai, N. – Kiss, M. – Kovács, B. – Szakály, Z. (2019): Attitudes of Voluntary Simplifier University Students in Hungary. Sustainability. 11(6) 1802. <p>b) further scientific research, development, creative or artistic achievements</p>	

- *Research area:* During her 15 years in academia, his main areas of research were: crises and reforms of welfare states, the role of personality and skills in academic success, various areas of higher education (primarily online) marketing, various aspects of consumer behaviour in nutrition marketing;
 - *Number of her publications:* 106, which has so far received 247 independent citations. The number of her scientific publications is 104, of which 41 are scientific journal articles, of which 11 have been published in international, 4 in foreign language Hungarian journals and another 26 in Hungarian language journals in Hungarian. Hirsch index 7. Cumulative impact factor 22,312.
MTMT list: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10037558>
- c) professional expertise, experience, certifiable reputation
- *Membership in scientific and professional committees and bodies:* Founding (2014-) and board (2018-) member of the Association for Marketing Education and Research (EMOK); Member 2015-) and secretary (2021-) of the Agricultural and Food Industry Marketing Working Committee of the Debrecen Academic Committee of the Hungarian Academy of Sciences; Member of the Hungarian Society of Nutrition (2018-); Scientific Committee memberships at conferences (Food Markets – Relationships on Food Markets – Two Perspectives Conference, Poznan, 2018; EMOK XXVI. Hungarian Conference, Győr-online, 2020; EMOK XXVII. Hungarian and International Conference, Budapest-online, 2021; Food Markets 4.0 Conference, Poznan-online, 2021); Students' Scientific Association National Conference Committee member (Sopron-online, 2021); Students' Scientific Association Faculty Conference Committee member (4 times), Doctoral Evaluation Committee member (11 times);
 - *Membership in education and training development committees, bodies:* member of the Final Examination Committee (81 times), member/president of the Admissions Committee (12/1 times);
 - *Membership in other university and faculty committees, bodies:* Head of the Faculty Marketing Committee (UD Faculty of Economics and Business Administration, 2011-2014), member of the UD Senate Election Committee (2016, 2020);
 - *Membership in the editorial board of scientific journals:* The Hungarian Journal of Nutrition Marketing (2014-), Hungarian Dairy Journal (2018-);
 - *Recognitions related to teaching:* Rector's Certificate of Recognition (UD, 2018), Dean's Certificate of Recognition (UD Faculty of Economics and Business, 2018), Outstanding OTDK Supervisor Award (UD Faculty of Economics and Business, 2019);
 - *Scientific recognitions:* Best Study Award of the XXV. EMOK National Conference (University of Pannonia, 2019), Publication Award of the Subcommittee on Marketing of the Management Committee of the Hungarian Academy of Sciences in the Foreign Journal category (2020).