

INVITATION

Széchenyi István University
Doctoral School of Regional- and Business Administration Sciences
SzEEDS^M Doctoral Program in Business Administration Sciences

kindly invites you to the PhD dissertation defense and public debate
of

Aliyev Tural

Title of the PhD dissertation:

Exploring Influences on Consumer Behavior in Perfume Advertising

Date and time: February 18 (Tuesday), 2025 at 2 PM
Venue: ÚT 230 Széchenyi István University
(1. Egyetem Square, Győr, 9026-Hungary)

Supervisors:

Dr. Attila Pongrácz, dean, associate professor, Széchenyi István University

Dr. habil. Boglárka Eisingerné Balassa, associate professor, Széchenyi István University

Chair:

Dr. László Imre Komlósi, professor, Széchenyi István University, Győr

Members:

Dr. Nikolett Gyurián Nagy, assistant professor, Széchenyi István University

Dr. Péter Németh, assistant professor, University of Pécs

Secretary:

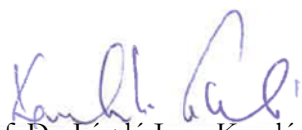
Dr. Tamás Vinkóczy, assistant professor, Széchenyi István University, Győr

Opponents:

Dr. Júlia Szőke, associate professor, Széchenyi István University

Dr. habil. Iván Zádori, associate professor, University of Pécs

There will be a closed meeting before and after the PhD dissertation defense and public debate where the committee members are present. The PhD dissertation defense and public debate is a public event where the participants are invited to ask questions from the candidate and make comments concerning the dissertation of the candidate. The *Dissertation* and the *Summary of the Dissertation* can be downloaded from <https://szeeds.sze.hu/> (downloads menu).



Prof. Dr. László Imre Komlósi
Program Director