

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 preliminary dissertation defense
of

Sewar Alkhatib

Title of the PhD Dissertation:

**The Integration of Green and Digital Marketing: Trends,
Strategies, and Consumer Impacts in the Mobile Phone Industry**

Date: 20th May 2025, 1.30 PM (13:30), Tuesday

Venue: Széchenyi István University, ÚT 230 / Online

Supervisor:

Dr. Veronika Keller, PhD, associate professor, Széchenyi István University, Győr

Dr. Petra Kecskés, PhD, associate professor, Széchenyi István University, Győr

Opponents:

Dr. Szandra Gombos, PhD, assistant professor, Széchenyi István University

Dr. Ágnes Paulovics, PhD, Marketing, Communication & PR Manager, STF Schweizerische
Textilfachschule

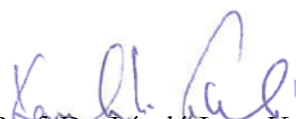
Chair of the Committee:

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

Secretary:

Dr. Szonja Jenei, PhD, assistant professor, Széchenyi István University, Győr

The Dissertation and Highlights of the Dissertation are available on our website at www.szeeds.sze.hu.



Prof. Dr. László Imre Komlósi
Professor, Program Director