

Personal and professional data sheet

Name: Dr. András Fehér	Year at birth: 1987
College or university degree and qualification, issuer and year of the diploma	
- <i>Certified agricultural engineer in rural development, University of Kaposvár (2012)</i>	
Current workplace(s), position(s) listed in the appointment, in case of multiple workplaces, underline the institution you have a “declaration of exclusivity” (accreditation) with.	
- <i>University of Debrecen, Faculty of Economics and Business, 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 business) 2017, The examination of online consumer behaviour in food industry</i>	
Educational activity so far	
<ul style="list-style-type: none"> - <i>Time spent in education: 9 years; Time spent in English language education: 3 years</i> - <i>Subjects taught in Hungarian: Termékstratégia, Marketing, Marketing alapjai; Marketingtervezés és -elemzés; Marketing menedzsment; Haladó marketing menedzsment; Online marketing (Internet-marketing); Sportmarketing; Online marketing az élelmiszergazdaságban</i> - <i>Subjects taught in English: Food marketing; Online marketing</i> - <i>Development and introduction of new subjects in university education: Termékstratégia; Sportmarketing; Online marketing; Food marketing (in English); Online marketing (in English); Online marketing az élelmiszergazdaságban</i> - <i>Consultation (graduates and ongoing): Thesis: 188 people graduates, 54 people ongoing, Faculty’s TDK dissertations: 13 people; OTDK dissertations: 9 people</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) Fehér, A. ; Véha, M. ; Boros, H. N. ; Kovács, B. ; Kontor, E. ; Szakály, Z.: The relationship between online and offline information-seeking behaviors for healthy nutrition. INTERNATIONAL JOURNAL OF ENVIRONMENTAL RESEARCH AND PUBLIC HEALTH 18 : 19 p. 10241 (2021) 2) Fehér, A.; Farkas, N. D.; Boros, H. M.; Véha, M.; Szakály, Z.: Az egészségtudatos étel-miszer-fogyasztás netnográfiai vizsgálata a digitális korban TÁPLÁLKOZÁSMARKETING 7 : 1 pp. 19-38. , 20 p. (2020) 3) Fehér, A.; Gazdecki, M.; Véha, M.; Szakály, M. Z.; Szakály, Z.: A Comprehensive Review of the Benefits of and the Barriers to the Switch to a Plant-Based Diet. SUSTAINABILITY 12 : 10 Paper: 4136 , 17 p. (2020) 4) Fehér, A.: The impact of the Internet on Hungarian food consumer's ways of seeking information from the aspect of health awareness. APSTRACT - APPLIED STUDIES IN AGRIBUSINESS AND COMMERCE 9 : 3 pp. 13-18. , 6 p. (2015) 5) Fehér, A.; Soós, M.; Szakály, Z.: Az étel-miszer-fogyasztói magatartás vizsgálata online környezetben: létezik-e hazánkban digitális étel-miszerfogyasztó? TÁPLÁLKOZÁSMARKETING 1: 1-2 pp. 29-38. , 10 p. (2014) <p>b) further scientific research, development, creative or artistic achievements</p> <ul style="list-style-type: none"> • <i>Research area:</i> During his 9 years in the scientific field, the most important areas of his research were as follows: Online consumer and buyer behaviour in the food economy; Motivations of physical activity; Personalized nutrition; Health-conscious food consumption; The role of in-store marketing innovations; Application of the integrated behavioural model; Impact of digitization on trade strategies; A Comprehensive Review of the Benefits of and the Barriers to the Switch to a Plant-Based Diet; The relationship between online and offline information-seeking behaviours for healthy nutrition • <i>Participation in educational development project(s):</i> EFOP-3.6.2-16-2017-00003 „Sport- Rekreációs- és Egészséggazdasági Kooperációs Kutatóhálózat létrehozása”; EFOP-3.6.1-16-2016-00022, Debrecen Venture Catapult Program „Intelligens szakosodást szolgáló intézményi fejlesztések”; TÁMOP-4.1.2.E-15/1/KONV-2015-0001, „3. MISSZIÓ” Sport és tudomány a társadalomért kelet-magyarországon című projekt • <i>All publications:</i> 111, and 117 independent citations. All scientific publications: 104, of which 27 scientific journal articles: 3 in international journal in foreign language, 1 in Hungarian journal in foreign language and 23 in Hungarian journals in Hungarian. Hirsch index 5. Aggregate impact factor 6,641. MTMT list: https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10037504&view=pubTable <p>c) professional expertise, experience, certifiable reputation</p> <ul style="list-style-type: none"> • <i>Research fellowship(s):</i> 2019-2020 EFOP-3.6.1-16-2016-00022 Debrecen Venture Catapult Program - A jövő tudósai – fiatal kutatói ösztöndíj – 3.1. 	

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- *Membership in other professional committees and bodies:* founding member of Magyar Marketing Szövetség, Agrár- és Élelmiszermarketing Tagozat; member of Egyesület a Marketing Oktatásért és Kutatásért; member of Magyar Táplálkozástudományi Társaság; member of Magyar Tudományos Akadémia (MTA) köztestületi tagság (Agrártudományok Osztálya – Online fogyasztói magatartás)
- *Membership in the editorial board of scientific journals and series:* Táplálkozásmarketing journal Editorial member and composer-editor (2014-); Tejgazdaság journal Deputy Editor-in-Chief (2018-);
- *Recognitions related to teaching work(s):* award of Pro Educatione Oeconomicae award (2021); award of the best lecturer of the year (2021); award of the great OTDK Thesis supervisor (2021); award of the great OTDK Thesis supervisor (2019); award of the best lecturer of the year (2018);