

## Personal and professional data sheet

Name: Ketrin Szikszai-Németh	Name at birth: Ketrin Németh, 1994
College or university degree and qualification, issuer and year of the diploma	
<ul style="list-style-type: none"> <li>- BSc degree International Business Economics</li> <li>- MSc degree Management and Leadership</li> </ul>	
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.	
University of Debrecen, Faculty of Economics and Business, Institute of Applied Economics, Department of Business Economics – PhD Student	
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	
Educational activity so far	
<ul style="list-style-type: none"> <li>- Time spent in education: 2 years; English language teaching experience: 1 year;</li> <li>- Courses taught in Hungarian: Business Economics</li> <li>- Foreign language courses: Media Economics</li> </ul>	
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> <ul style="list-style-type: none"> <li>• Nagy, A., Molnár, D., Szikszai-Németh, K.: A személyes márkaépítés kihívásai napjainkban <i>Current challenges of personal branding</i> In: International Journal of Engineering and Management Sciences (IJEMS) Vol. 3. (2018). No. 4 DOI: 10.21791/IJEMS.2018.4.40. page 485-494 Metisz url: <a href="http://ijems.lib.unideb.hu/cikk/cikk/5bae6c53b8dda">http://ijems.lib.unideb.hu/cikk/cikk/5bae6c53b8dda</a> Pdf url: <a href="http://ijems.lib.unideb.hu/file/9/5bae6c53b8dda/szerzo/10.21791IJEMS.2018.4.40..pdf">http://ijems.lib.unideb.hu/file/9/5bae6c53b8dda/szerzo/10.21791IJEMS.2018.4.40..pdf</a></li> <li>• Szikszai-Németh, K.: Personal brandingre építő marketing stratégia a sportban In: Németh Katalin (szerk), Tavasz Szél Absztraktkötet (657. o.), Budapest, Doktoranduszok Országos Szövetsége, 2019. ISBN 978-615-5586-42-2</li> <li>• Szikszai-Németh, K.: Personal brandingre építő marketing stratégia a sportban In: Bihari Erika, Molnár Dániel, Szikszai-Németh Ketrin (szerk), Tavasz Szél - Spring Wind 2019: II. kötet (606. o.), Budapest, Budapest, Doktoranduszok Országos Szövetsége, 2020. ISBN 978-615-5586-61-3</li> <li>• Ketrin SZIKSZAI-NÉMETH, 2020. "Influencer Marketing – Persuasion Of The Followers," Network Intelligence Studies, Romanian Foundation for Business Intelligence, Editorial Department, issue 16, pages 119-124, December.</li> <li>• Szikszai-Németh, K., &amp; Nagy, A. S. (2020). Consumer decision making in influencer marketing. ANNALS OF THE UNIVERSITY OF ORADEA ECONOMIC SCIENCE, XXIX(2), 326–336.</li> </ul> <p>b) further scientific research, development, creative or artistic achievements</p>	

c) professional expertise, experience, certifiable reputation

d) Research Fellowship(s): 2019 New National Excellence Program ÚNKP-19-3, 2020 New National Excellence Program ÚNKP-20-3

e) Membership in other university and faculty committees and bodies: University of Debrecen  
Doctoral Students' Union