



INVITATION

You and your colleagues are cordially invited to the **public defence** of the PhD dissertation of

AWAZ SHUKRI ISMAEL

PhD Candidate

titled:

**„THE IMPACT OF SOCIAL MEDIA MARKETING ON PURCHASE
INTENTION OF ORGANIC FOOD IN KURDISTAN REGION OF IRAQ: THE
MEDIATING ROLE OF SUSTAINABLE CONSUMPTION BEHAVIOUR”**

prepared within the *Doctoral School of Management and Business*,

Faculty of Economics and Business, University of Debrecen,

Date: 29 May 2026. 10:00.

Place: University of Debrecen, Faculty of Economics and Business, **TVK Council room.**

- Chair:** **Prof. Dr. Attila Bai** university professor, University of Debrecen – Faculty of Economics and Business, Institute of Applied Economics
- Secretary:** **Bakosné Dr. Ágnes Virág Kiss** assistant professor, University of Debrecen – Faculty of Economics and Business, Institute of Marketing and Commerce
- Members:** **Prof. Dr. Viktória Szente** university professor, Hungarian University of Agriculture and Life Sciences. Institute of Agricultural and Food Economics
- Dr. habil. Mihály Soós** associate professor, University of Debrecen – Faculty of Economics and Business, Institute of Marketing and Commerce
- Dr. Balázs Gyenge** associate professor, Hungarian University of Agriculture and Life Sciences, Institute of Agricultural and Food Economics
- Opponents:** **Dr. Noémi Hajdú** associate professor, University of Miskolc – Faculty of Economics, Institute of Marketing and Tourism
- Prof. Dr. Zsolt Nemeskéri** university professor, University of Pécs – Faculty of Cultural Sciences, Education and Regional Development, Institute of Culture and Social Sciences
- Supervisor:** **Prof. Dr. Péter Balogh** university professor, University of Debrecen – Faculty of Economics and Business, Institute of Methodology and Business Digitalization

The dissertation and the English-language theses can be accessed at: <https://hdl.handle.net/2437/406879>. We kindly ask you to honour the Candidate with your presence, as the public nature of the defence will be ensured in person. Should you wish to participate, please register at (<https://forms.gle/rcUqjc5u5ZRR9Kr7A>) by 28 May 2026, 12:00 noon. After the deadline, it will no longer be possible to join the defence due to technical reasons.

Debrecen, 13. May 2026.

Sincerely:

Prof. Dr. Béla Szabó

university professor

Chair of the Doctoral Council of Social Sciences