



INVITATION

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

MANAL ECHCHAD

PhD Candidate

titled:

„THE INFLUENCE OF ECOLABELS ON THE PURCHASING INTENTION OF ECOLABELED LOCAL FOOD PRODUCTS IN MOROCCO”

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

Faculty of Economics and Business, University of Debrecen,

Date: 10 June 2026. 15:30.

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

- Chair:** **Prof. Dr. Krisztina Dajnoki**, university professor, University of Debrecen – Faculty of Economics and Business, Institute of Management and Organisational Sciences
- Secretary:** **Dr. Roland Filep** assistant professor, University of Debrecen – Faculty of Economics and Business, Institute of Management and Organisational Sciences
- Members:** **Dr. Veronika Keller** associate professor, Széchenyi István University – Kautz Gyula Faculty of Business and Economics, Department of Corporate Leadership and Marketing
- Dr. habil. Brigitta Zsótér** associate professor, University of Szeged, Faculty of Engineering
- Dr. Zoltán Gabnai** assistant professor, University of Debrecen – Faculty of Economics and Business, Institute of Applied Economics
- Opponents:** **Dr. Noémi Hajdú** associate professor, University of Miskolc – Faculty of Economics, Institute of Marketing and Tourism
- Bauerné Dr. habil. Andrea Gáthy** associate professor, University of Debrecen – Faculty of Economics and Business, Institute of Economics
- Supervisor:** **Prof. Dr. Marietta Kiss** university professor, University of Debrecen – Faculty of Economics and Business, Institute of Marketing and Commerce

The dissertation and the English-language theses can be accessed at: <https://hdl.handle.net/2437/407451>. 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/6BYjad23MD9PqnRg8>) by 9 June 2026, 12:00 noon. After the deadline, it will no longer be possible to join the defence due to technical reasons.

Debrecen, 28. May 2026.

Sincerely:

Prof. Dr. Béla Szabó
university professor
Chair of the Doctoral Council of Social Sciences