



INVITATION

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

ALZU'BI RAMA MOHAMMAD OMAR

PhD Candidate

titled:

„THE IMPACT OF GREEN MARKETING ON GREEN PURCHASE BEHAVIOR: THE MEDIATING ROLE OF CONSUMPTION VALUES IN THE JORDANIAN FOOD INDUSTRY”

prepared within the *Doctoral School of Management and Business*,
Faculty of Economics and Business, University of Debrecen,

Date: 17 June 2026. 14:00.

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

- Chair:** **Prof. Dr. Péter Balogh**, university professor, University of Debrecen – Faculty of Economics and Business, Institute of Methodology and Business Digitalization
- Secretary:** **Dr. Roland Filep** assistant professor, University of Debrecen – Faculty of Economics and Business, Institute of Management and Organisational Sciences
- Members:** **Prof. Dr. Szabolcs Nagy** university professor, University of Miskolc – Faculty of Economics, Institute of Marketing and Tourism
- Dr. Éva Pólya** college associate professor, Budapest University of Economics and Business – Faculty of Marketing and Business Communication, Department of Consumer Behavior
- Opponents:** **Bauerné Dr. habil. Andrea Gáthty** associate professor, University of Debrecen – Faculty of Economics and Business, Institute of Economics
- Prof. Dr. Viktória Szente** university professor, Hungarian University of Agriculture and Life Sciences, Institute of Agricultural and Food Economics
- Supervisor:** **Dr. habil. Enikő Kontor** associate 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/2437/407554>. 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/cgTFWkNiqh1jC9qd6>) by 16 June 2026, 12:00 noon. After the deadline, it will no longer be possible to join the defence due to technical reasons.

Debrecen, 01. June 2026.

Sincerely:

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