

## INVITATION

Széchenyi István University  
Doctoral School of Regional- and Business Administration Sciences  
SzEEDS<sup>M</sup> Doctoral Program in Business Administration Sciences

kindly invites You to the preliminary dissertation defense  
of

**Aliyev Tural**

Title of the PhD Dissertation:

### **Exploring Influences on Consumer Behavior in Perfume Advertising**

**Date:** 18<sup>th</sup> June 2024, 10 AM (10:00), Tuesday

**Venue:** Széchenyi István University, IS 101

Supervisors:

**Dr. Attila Pongrácz**, dean, associate professor, Széchenyi István University, Győr

**Dr. Boglárka Eisingerné Balassa**, associate professor, Széchenyi István University, Győr

Opponents:

**Dr. habil. Iván Zádori**, associate professor University of Pécs

**Dr. Júlia Szőke**, associate professor, Széchenyi István University, Győr

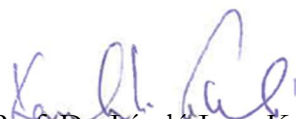
Chair of the Committee:

**Dr. László Imre Komlósi**, professor, Széchenyi István University, Győr

Secretary:

**Dr. Dániel Róbert Szabó**, assistant professor, Széchenyi István University, Győr

The Dissertation and Highlights of the Dissertation are available on our website at [www.szeeds.sze.hu](http://www.szeeds.sze.hu).



Prof. Dr. László Imre Komlósi  
Professor, Program Director