

INVITATION

Széchenyi István University
Doctoral School of Regional- and Business Administration Sciences
SzEEDS^M Doctoral Program in Business Administration Sciences

kindly invites you to the PhD dissertation defense and public debate
of

Brigitta Gyöngyi Bánhidi
PhD Candidate

Title of the PhD dissertation:

The Power of One-To-One

Date and time: November 03 (Monday), 2025 at 1 PM

Venue: ÚT 230 Széchenyi István University
(1. Egyetem Square, Győr, 9026-Hungary)

Supervisor:

Dr. Attila Kurucz, PhD, associate professor, Széchenyi István University, Győr

Chair:

Prof. Dr. László Imre Komlósi, PhD, professor, Széchenyi István University, Győr

Members:

Dr. Borbála Tamás, PhD, assistant professor, Babes-Bolyai University, Cluj-Napoca

Dr. Barbara Eszter Huszár, PhD, assistant professor, Széchenyi István University, Győr

Secretary:

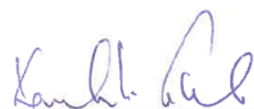
Dr. Szonja Jenei, PhD, assistant professor, Széchenyi István University, Győr

Opponents:

Dr. Zsuzsanna Szvetszky, PhD, associate professor, Károli Gáspár University of the Reformed Church in Hungary, Budapest

Dr. Nikolett Gyurián Nagy, PhD, associate professor, Széchenyi István University, Győr

There will be a closed meeting before and after the PhD dissertation defense and public debate where the committee members are present. The PhD dissertation defense and public debate is a public event where the participants are invited to ask questions from the candidate and make comments concerning the dissertation of the candidate. The *Dissertation* and the *Summary of the Dissertation* can be downloaded from <https://szeeds.sze.hu/> (downloads menu).



Prof. Dr. László Imre Komlósi
Program Director