

INVITATION

Széchenyi István University

Doctoral School of Regional- and Business Administration Sciences

SzEEDS^M Doctoral Program in Business Administration Sciences

Date: 11 AM (11:00), September 29th (Thursday), 2022

Venue: Széchenyi István University, ÚT230

Subject: Preliminary Dissertation Defense

Presenter:

Béla Venezs

Economist

Title of the PhD Dissertation:

**Selection of appropriate lead users for NPD in co-creation:
further development of the lead user method in the context of
medical device innovations**

Supervisor: Dr. Tibor Dőry, associate professor, Széchenyi István University, Győr

Opponents: Dr. Dániel Feszty, associate professor, Széchenyi István University, Győr

Dr. Csaba Deák, professor, University of Miskolc

Chair of the Committee:

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

Secretary: Petra Kinga Kézai, Széchenyi István University, Győr

Please find attached the Dissertation and highlights of the Dissertation on our website.
(www.szeedsm.eu)

Prof. Dr. László Imre Komlósi

Professor, Program Director