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Inside Research: Q&A with Katalin Tari

Rachel L. Wood
Murray State University

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INSIDE RESEARCH: Q&A with Katalin Tari



Katalin Tari is a PhD candidate on exchange from Szent István University in Hungary. At Murray State, she is studying the differences in online nutrition markets between the US and Hungary. She is pictured here with her mentor at Murray State, Dr. Brian Parr.

Tell us about your life in Hungary. What education did you receive there? My name is Katalin Tari and I am a Ph.D. student at the Szent István University in Gödöllő, Hungary. I am teaching marketing, marketing logistics, questionnaire analyses, business marketing and systems of marketing' decision support lessons for two years. At the Szent István University, I participate in the educational team of the Marketing Institute. I received my Master and Bachelor Degree at this same university and graduated with two honors. I plan to finish my Ph.D. next year.

What made you decide to come to the US to study? How did you decide specifically on Murray State? We have a great exchange program between Murray State University and Szent István University that began eleven years ago. I am the 12th

Hungarian student, but I have a friend, Colin Horwood, whom I met here, in Murray at the beginning of the semester. He visited the Szent István University for an exchange semester six years ago, in 2011.

At Murray State University, I had the great opportunity to explore differences and similarities about the culture, the US customer behavior and the marketing analysis methods that are used in the US. Some of my research is highly focused on exploring and comparing food marketing trends and food products; shedding light on possible market niches.

On the other hand, my second aim was to adapt the high quality and more practical US education to use in Hungary. In addition, my goal was to evolve my language proficiency and my local marketing science skills, which could help me to expand to an international marketing view.

Furthermore, my interest has always focused on study and/or work abroad. Actually, I was a scholar visitor for one year in Stuttgart, Germany. After that, I spent another half year at the Hochschule Geisenheim University, Germany, as a research assistant during my Bachelor study.

What are you working on here at Murray State University? I am working on my Ph.D. and conducted a survey with the help of Dr. Brian Parr, the chair of Agriculture Science. I made a previous cross-study for the Murray State's Scholars Week; this survey queried individuals in Hungary as well as Murray State students. It is still in process. I will compare the survey results with my Hungarian survey during the next months.

Furthermore, I had an oral and two poster presentations during the last four months. To reach my goals and acquire more

experience, Dr. Parr has given me great opportunities to visit several conferences.

Moreover, I had the opportunity to visit more classes, which have many connections to my major, what I publish and teach.

The research poster you presented at Murray State's Scholars Week event dealt with online shopping trends, comparing U.S. and Hungarian markets. Can you outline your research process?

First, I had to pass two exams of Collaborative Institutional Training Initiative (CITI Program) and filled out the Institutional Review Board (IRB). Thereafter, I translated my questionnaire, wrote my Cover Letter and sent everything together to the IRB office.

After few weeks, they notified me that I can start to collect my data and fill out my questionnaire with the Murray State University's students.

What was your hypothesis, and what did you actually find? What are the next steps for your research?

Understanding the online consumer behavior is an important undertaking in the field. The objective of the study was to examine methods and procedures employed in the online market, based on the American and Hungarian consumer sector. The aim was

to try to show the differences in the e-markets between these two countries.

My questionnaire is still in process so I have only previous results (n=107) that I have already presented at the MSU's Scholar's Week. Therefore everyone is able to read these results on your site.

The next step is to continue to collect more data for this research. My future plans are to observe, compare and analyze changes and trends in the way this develops. I hope that I will be able to discover new and useful trends.

Who are your research mentor(s)? In what ways are they assisting you throughout the process?

My research mentors are Dr. Brian Parr and Dr. Bill Payne. Dr. Brian Parr guides me to type the questionnaire and corrected my translations. Dr. Parr oriented my work, my studies, our published papers and posters as well. Dr. Bill Payne helped me to design my research. I have a third adviser, Dr. Ilin Handayani who helped me a lot during the process of our publications in the last four months.

I express my special thanks to Dr. Brian Parr, Dr. Handayani and Dr. Bill Payne for supporting my study and researches. My special thanks goes to Dr. István Fehér, my mentor from Szent István

University for the constructive help and opportunity in this interchange program.

What do you plan to do once you leave Murray State University? In the future, I would like to teach at home in English and/or anywhere abroad within the framework of "Marketing and Marketing Behavior". Moreover, I would appreciate this opportunity and take presentations, write articles to this interchange program with the Murray State University. My goal is to say thank you this way.

Furthermore, I look forward to the future of this relationship between the two universities and for the further cooperation with more young Ph.D. students. •

To learn more about Katalin's research, you can view her Scholars Week presentation on Murray State University's Digital Commons page:

digitalcommons.murraystate.edu/scholarsweek/Spring2017/General-Posters/15/