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RESEARCH INTERESTS

Education, Sustainable education, Marketing

QUALIFICATIONS AND SCIENTIFIC DEGREES

- | | |
|-------------|--|
| 2001 - 2007 | University of West Hungary
PhD in Business and Management |
| 1996 - 2001 | University of West Hungary
MSc in Marketing and Economic
Forecasting |

KEY WORK EXPERIENCE

- | | |
|----------------|---|
| 2003 - present | Starting year at SZE |
| 2001 - 2002 | Junior research fellow
West-Hungarian University |

TEACHING ACTIVITIES

Marketing
Quantitative Methods
Data Analytics

PUBLIC AND ACADEMIC ACTIVITIES

PUBLIC ACTIVITIES AT SZÉCHENYI ISTVÁN UNIVERSITY

- | | |
|----------------|--|
| 2024 - present | Programme supervisor of Marketing MSc
Kautz Gyula Faculty of Business and
Economics |
| 2022 - present | Associate Dean for Academic and
Educational Affairs
Kautz Gyula Faculty of Business and
Economics |

PROJECTS

- | | |
|------|--|
| 2023 | Infrastructure and skills development
for practice-oriented training at
Széchenyi István University (Marketing |
|------|--|

MSc)

Project member

RRF-2.3.2-21-2022-00028

2023

Infrastructure and skills development
for practice-oriented training at
Széchenyi István University (Commerce
and Marketing BSc)

Project member

RRF-2.3.2-21-2022-00028

2017 -
2021

Internationalisation, creation of a new
generation of teachers, researchers and
students, development of knowledge
and technology transfer as tools for
smart specialisation at Széchenyi István
University; 4th sub-project
Sub-project leader
EFOP-3.6.1-16-2016-00017

HONORS AND AWARDS

2025

István Bakonyi Excellence in Teaching
Award
Széchenyi István University

RESEACHER PROFILES



Scopus

ResearchGate

Google Scholar

ORCID

LANGUAGES

- | | |
|-----------|---|
| Hungarian | Speaking: Native proficiency
Reading: Native proficiency
Writing: Native proficiency
Media appearance: Yes |
| English | Speaking: Advanced (C1)
Reading: Advanced (C1)
Writing: Advanced (C1)
Media appearance: Yes |

Italian

Speaking: Intermediate (B1)

Reading: Intermediate (B1)

Writing:

Media appearance: Yes