



Boglárka Eisingerné Balassa PhD

Associate professor

Department of Corporate Leadership and Marketing

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RESEARCH INTERESTS

Consumer behavior, Impact of digital marketing and social media on consumer behavior

QUALIFICATIONS AND SCIENTIFIC DEGREES

2024	Széchenyi István University Habilitation
2008 - 2013	Széchenyi István University, Doctoral School of Regional and Business Administration Sciences PhD in Management and Business Administration Sciences
2006 - 2008	Széchenyi István University MSc in Business and Management Economist, Specialization in Marketing
1999 - 2004	Széchenyi István University BSc in Referent of International Relations

KEY WORK EXPERIENCE

2009 - present Starting year at SZE

TEACHING ACTIVITIES

Marketing
Behavioral Science/ Organizational Behavior

PUBLIC AND ACADEMIC ACTIVITIES

2020 - present	Head of Marketing and PR Automotive Research Center, Széchenyi István University
2013 - present	Member of the public Hungarian Academy of Science national

MEMBERSHIP IN SCIENTIFIC OR PROFESSIONAL BODIES

2014 - present	Member of the public Hungarian Academy of Science national
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MEMBERSHIP, POSITIONS IN JOURNAL BOARDS

2024 - present	Guest Editor International Journal of Urban Sciences, Special Issue on Heritage and Sustainability in Urban Environments
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HONORS AND AWARDS

SCHOLARSHIPS

2023 -2024	Postdoctoral Research Grant
2018 - 2019	PADS Lead Researcher Fellowship
2016 - 2017	Gyula Hegedűs Fellowship
2009 - 2013	PhD Student Scholarship

RESEACHER PROFILES



Scopus®

ResearchGate

Google Scholar

ORCID

LANGUAGES

English	Speaking: Upper-intermediate (B2) Reading: Upper-intermediate (B2) Writing: Upper-intermediate (B2) Media appearance: Yes
German	Speaking: Upper-intermediate (B2) Reading: Upper-intermediate (B2) Writing: Upper-intermediate (B2) Media appearance: No