



Nikolett Gyurián Nagy PhD

Associate professor

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RESEARCH INTERESTS

Marketing, Sustainable consumption, Behavioral sciences

QUALIFICATIONS AND SCIENTIFIC DEGREES

2016 - 2019	J. Selye University, Doctoral School of Economics and Corporate Management PhD in Business Economics and Management
2014 - 2016	J. Selye University MSc in Business Economics and Management
2011 - 2014	J. Selye University BSc in Business Economics and Management

KEY WORK EXPERIENCE

2019 - present	Starting year at SZE
2023 - 2024	Secretary to Vice President for Research and Innovation, Széchenyi István University Széchenyi István University
2019 - 2019	Secondary school teacher Schola Privata Gutaiensis

TEACHING ACTIVITIES

Marketing
Behavioral Science/ Organizational Behavior
Management

PUBLIC AND ACADEMIC ACTIVITIES

MEMBERSHIP IN SCIENTIFIC OR PROFESSIONAL BODIES

2022 - present	Public Body Membership Hungarian Academy of Sciences national
2023 - present	Member Association for Marketing Education and Research national

PROJECTS

2024 - present	Social and Environmental Perspectives: Consumer Economics, Marketing, and the Modelling and Simulation of Complex Processes Researcher Széchenyi István University Foundation
2019 - 2020	Modern, Complex and Innovative Research Activities at the Faculty of Economics, J. Selye University: Differences in the Business Environment of the Hungarian–Slovak Border Region – Focusing on Taxation and Social Security Issues Researcher Pallas Athéné Domus Foundation

STUDY TOURS, DELEGACIES (2020-2025)

2024, 1 week	Koszalin University of Technology Poland
2024, 1 week	Sapientia Hungarian University of Transylvania Romania
2023, 1 week	University of Split Croatia
2023, 1 week	Koszalin University of Technology Poland

HONORS AND AWARDS

2025	Scientific Scholarship Széchenyi István University
2024	Scientific Scholarship Széchenyi István University
2019	ELTE Higher Education Grant for Hungarian Students Living Outside Hungary Ministry of Human Resources & Eötvös Loránd University

RESEACHER PROFILES



Scopus[®]

ResearchGate

Google Scholar

ORCID

LANGUAGES

English	Speaking: Upper-intermediate (B2) Reading: Upper-intermediate (B2) Writing: Upper-intermediate (B2) Media appearance: No
Slovak	Speaking: Advanced (C1) Reading: Advanced (C1) Writing: Advanced (C1) Media appearance: No
German	Speaking: Intermediate (B1) Reading: Intermediate (B1) Writing: Intermediate (B1) Media appearance: No