



Petra Platz PhD

Assistant professor

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RESEARCH INTERESTS

Consumer behavior, Wine marketing

QUALIFICATIONS AND SCIENTIFIC DEGREES

- | | |
|-------------|---|
| 2011 - 2016 | Széchenyi István University, Doctoral School of Regional and Business Administration Sciences
PhD in Consumer Behavior |
| 2009 - 2011 | University of Sopron
MSc in Economics Major in Public Policy and Management |
| 2006 - 2009 | Széchenyi István University
BSc in Economics major in Tourism and Hotel Industry |

KEY WORK EXPERIENCE

2016 - present Starting year at SZE

TEACHING ACTIVITIES

Marketing

PUBLIC AND ACADEMIC ACTIVITIES

PUBLIC ACTIVITIES AT SZÉCHENYI ISTVÁN UNIVERSITY

- | | |
|----------------|---|
| 2025 - present | International Student Support
Kautz Gyula Faculty of Business and Economics, Széchenyi István University |
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MEMBERSHIP IN SCIENTIFIC OR PROFESSIONAL BODIES

- | | |
|----------------|---|
| 2016 - present | Member
Hungarian Academy of Science
national |
| 2016 - present | Member
EMOK - Hungarian Association for Marketing Education and Research
national |

PROJECTS

- | | |
|----------------|--|
| 2024 - present | Consumer behavior related to food waste
Researcher |
| 2018 - 2019 | EFOP-3.6.1-16.2016.00017 Projekt
Researcher
Széchenyi István University |
| 2018 - 2019 | GINOP-2.3.4-15-2016-00003 Projekt
Researcher
Széchenyi István University |
| 2014 - 2016 | Coaching, Administration and Organization
Project employee
TEMPUS BUSEEG Projekt |

RESEARCHER PROFILES



Scopus[®] ResearchGate

Google Scholar ORCID

LANGUAGES

- | | |
|---------|---|
| English | Speaking: Advanced (C1)
Reading: Advanced (C1)
Writing: Advanced (C1)
Media appearance: Yes |
| German | Speaking: Advanced (C1)
Reading: Advanced (C1)
Writing: Advanced (C1)
Media appearance: Yes |
| Russian | Speaking: Intermediate (B1)
Reading: Intermediate (B1)
Writing: Intermediate (B1)
Media appearance: No |