



Szandra Gombos PhD

Senior lecturer

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RESEARCH INTERESTS

Marketing, Sustainable Marketing, Innovation in Higher Education

QUALIFICATIONS AND SCIENTIFIC DEGREES

- | | |
|-------------|---|
| 2009 - 2012 | Széchenyi István University, Doctoral School of Regional Sciences and Business Administration
PhD in Regional Sciences |
| 2001 - 2006 | Corvinus University of Budapest
MSc in Corporate Finance and Marketing Communication |
| 2003 - 2008 | Eötvös Loránd University
MSc in Nederlandistic and Teaching |

KEY WORK EXPERIENCE

- | | |
|----------------|--|
| 2009 - present | Starting year at SZE |
| 2006 - 2009 | Financial manager
Shimizu Corporation |

TEACHING ACTIVITIES

Marketing
Entrepreneurship/ Small Business Administration
International Business

PUBLIC AND ACADEMIC ACTIVITIES

PUBLIC ACTIVITIES AT SZÉCHENYI ISTVÁN UNIVERSITY

- | | |
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| 2024 | Chair of Conference Organizing Committee
Kautz Conference on Business and Economics |
| 2023 - present | SZE contact person to EMOK (Egyesület a Marketing Oktatásért és Kutatásért)
Széchenyi István University |

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| 2014 - 2017 | TMDK Chair of the Faculty
Kautz Gyula Faculty of Business and Economics |
| 2013 - 2017 | Head of International Working Committee
Kautz Gyula Faculty of Business and Economics |

MEMBERSHIP IN SCIENTIFIC OR PROFESSIONAL BODIES

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| 2025 - present | Member
PROFFORMANCE International
Higher Education Teacher Network international |
| 2023 - present | Committee member
EMOK Marketingcommunication national |

PROJECTS

- | | |
|-------------|---|
| 2021 - 2022 | Insula Magna Project
Leader of research team
IASK |
| 2014 - 2015 | Social-economic conflicts
Researcher
TÁMOP |
| 2013 | Győr Automobile district as the new direction and tool of regional development
Researcher
TÁMOP |
| 2010 - 2012 | Talent management and development of scientific education systems at Széchenyi István University
Researcher
TÁMOP |

STUDY TOURS, DELEGACIES (2020-2025)

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| 2025, 1 week | University of Maribor
Slovenia |
| 2024, 1 week | University of Palermo
Italy |

2023, 8 weeks	Polytechnic of Leiria Portugal
2023, 1 week	Technological University of the Shannon: Midlands Midwest Ireland
2022, 1 week	University of Maribor Slovenia

HONORS AND AWARDS

2016	The most innovative marketing course award for the course of "Analysis and Management of Trade Entrepreneurships" EMOK
2016	BEST PAPER award at "Growth, Globalisation and Governance" conference, 22-25 January, 2016 Jaipur, India JK Lakshmipat University, Jaipur, India
2015	'Teachers for students' award EHÖK SZE
2015	Supervisor of the awarded student group at National City Marketing Competition in Miskolc (2nd place) University of Miskolc
2012	Supervisor of the awarded student group at National City Marketing Competition in Miskolc (3rd place) University of Miskolc

SCHOLARSHIPS

2022 - 2023, 12 months	ÚNKP
2021 - 2022	IASK

RESEACHER PROFILES



Scopus[®] ResearchGate

Google Scholar ORCID

LANGUAGES

English	Speaking: Advanced (C1) Reading: Advanced (C1) Writing: Advanced (C1) Media appearance: Yes
Dutch	Speaking: Advanced (C1) Reading: Advanced (C1) Writing: Advanced (C1) Media appearance: No
German	Speaking: Advanced (C1) Reading: Advanced (C1) Writing: Advanced (C1) Media appearance: No