



Tamás Vinkóczi PhD

Assistant professor

Department of Corporate Leadership and Marketing

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RESEARCH INTERESTS

Consumer behavior, Digitalization, Financial geography

QUALIFICATIONS AND SCIENTIFIC DEGREES

- 2016 - 2022 Széchenyi István University, Doctoral School of Regional and Business Administration Sciences
PhD in Regional and Economic Sciences
- 2014 - 2016 Széchenyi István University
MSc in Management and leadership

KEY WORK EXPERIENCE

- 2022 - present Starting year at SZE
- 2019 Lecturer
EDUTUS University

TEACHING ACTIVITIES

Data Analytics
Marketing
Finance

PUBLIC AND ACADEMIC ACTIVITIES

PUBLIC ACTIVITIES AT SZÉCHENYI ISTVÁN UNIVERSITY

- 2021 - present Program Director
Kautz Gyula College of Economics

MEMBERSHIP IN SCIENTIFIC OR PROFESSIONAL BODIES

- 2025 - present Specialist
Institute for Economic and Enterprise Research
national

PROJECTS

- 2023 - 2024 Creation of a family business centre
Project member
Széchenyi István University
- 2020 - 2021 Development of innovative automotive testing and inspection competences in the West-Hungarian region based on the infrastructure of the Zalaegerszeg Automotive Test Track
Project member
Széchenyi István University
- 2017 - 2020 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
Project member
Széchenyi István University
- 2017 - 2019 Public policy and territorial aspects of economic development - the development trajectory of Hungarian cities
Project member
Ludovika University of Public Service and Széchenyi István University
- 2017 - 2018 Development of services supporting the international competitiveness of SMEs
Project member
Széchenyi István University

HONORS AND AWARDS

- 2013 Most Outstanding Student Award in Business and Management Sciences
EDUTUS University

SCHOLARSHIPS

2024	Academic scholarships
2023	Academic scholarships



RESEACHER PROFILES



Scopus® ResearchGate

Google Scholar ORCID



LANGUAGES

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