



Veronika Keller PhD

Associate professor

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RESEARCH INTERESTS

Sustainable marketing, Digital marketing, Health management

QUALIFICATIONS AND SCIENTIFIC DEGREES

2025	Széchenyi István University, Habilitation
2006 - 2009	Széchenyi István University, Doctoral School of Regional and Business Administration Sciences PhD in Management and Business Administration Sciences
2004 - 2006	Széchenyi István University MSc in Marketing
2001 - 2004	Széchenyi István University BSc in Business Administration (specialized in urban planning)

KEY WORK EXPERIENCE

2009 - present Starting year at SZE

TEACHING ACTIVITIES

Marketing
Business Communication
Quantitative Methods

PUBLIC AND ACADEMIC ACTIVITIES

PUBLIC ACTIVITIES AT SZÉCHENYI ISTVÁN UNIVERSITY

2024 - present	Programme supervisor of Marketing and Commerce BSc Kautz Gyula Faculty of Business and Economics
2017 - present	Member of the Faculty Council Széchenyi István University, Kautz

Gyula Faculty of Business and Economics

2017 - present	Trade Union Steward Higher Education Employees Union
2019 - 2024	Faculty Co-chair of TDK (Scientific Student Conference) Kautz Gyula Faculty of Business and Economics
2017 - 2024	Contact person with Hungarian National Bank in scholarship for excellence Kautz Gyula Faculty of Business and Economics

MEMBERSHIP IN SCIENTIFIC OR PROFESSIONAL BODIES

2016 - present	Public member Hungarian Academy of Science national
2024 - present	Member Hungarian Academy of Science - Training Committee national
2022 - present	Member of the supervisory board Association for Marketing Education and Research (EMOK) national

PROJECTS

2024	Infrastructure and skills development for practice-oriented training at Széchenyi István University (Commerce and Marketing BSc) Project member RRF-2.1.2-21-2022-00028
2023	Infrastructure and skills development for practice-oriented training at Széchenyi István University (Marketing MSc) Project member RRF-2.3.2-21-2022-00028
2023	Infrastructure and skills development for practice-oriented training at Széchenyi István University (Commerce

and Marketing BSc)
Project member
RRF-2.3.2-21-2022-00028

2021 Land of a thousand islands complex
development project
Project member
2020-2.1.1-ED-2020-00098 – Szigetköz
(Insula Magna)

2019 - Developing an Educational Space in the
2020 Carpathian Basin
Project member
EFOP-3.6.1-16-2016-00016

STUDY TOURS, DELEGACIES (2020-2025)

2025, 5 days	University of Ss. Cyril and Methodius, Trnava Slovakia
2025, 5 days	Jagiellonian University Poland
2024, 4 days	University of Palermo Italy
2023, 4 days	University of Extremadura Spain
2022, 2 days	Kaunas University of Technology Lithuania

HONORS AND AWARDS

2022 Governing Board Diploma, Gold
Degree for high quality teaching
Széchenyi István University

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: Upper-intermediate (B2) Writing: Intermediate (B1) Media appearance: No