



# DR. ÁKOS NAGY

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**Nationality:** Hungarian

**Date of birth:** 04.17. 1984

**Sex:** male

**Workplace:** University of Pécs Faculty of Business and Economics (UPFBE), Marketing and Tourism Department

**Job position:** assistant professor

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## EDUCATION AND TRAINING

### Executive Certificate in Strategy and Innovation

2023

MIT Sloan School of Management

### PhD. , field: economics, marketing

2016

University of Pécs Faculty of Business and Economics

### economist (Msc)

2002

University of Pécs Faculty of Business and Economics

### Diplom Volkswirt (economist)

2009

FernUniversität in Hagen

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## LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
<b>English</b>	C1	C1	B2	B2	B2
<b>German</b>	C1	C1	B1	B1	B1

### Language exams:

Business English C1

Business German B2

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## AWARDS AND ACHIEVEMENTS

### **MTA Publication Award 2023 - Best Hungarian paper**

Webrooming és showrooming Magyarországon: Omnichannel vásárlói magatartás a sportcikkek piacán VEZETÉSTUDOMÁNY  
53 : 7 pp. 79-93. <https://doi.org/10.14267/VEZTUD.2022.07.07>.

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## WORK EXPERIENCE

### **assistant professor and marketing director | University of Pécs Faculty of Business and Economics**

2016 – present

teaching, research and consultancy projects as well as leading the Marketing Office of the School

### **assistant lecturer | University of Pécs Faculty of Business and Economics**

2011-2016

teaching, research and consultancy projects

### **PhD candidate | University of Pécs Faculty of Business and Economics**

2008-2011

teaching, research and consultancy projects

### **marketing advisor | MarkCon Communications Ltd.**

2008-2010

Consultancy, conducting advisory work, communications and marketing planning

### **marketing advisor trainee | MarkCon Communications Ltd.**

2007-2008

trainee – internship position – marketing and advertising planning

### **trainee | American Corner Pécs**

2005-2006

trainee – internship position – marketing and advertising related tasks beside administration tasks

### **shift leader, trainee |YMCA Internship Program, Dunkin Donuts, Easton, Maryland, USA**

January 2005 – November 2005

Organizing and managing the sales process, staff planning, inventory management, financial planning

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## TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
Marketing	BSc	Hungarian	N	Y	N
Advertising and Sales Promotion	BSc	English	Y	Y	N
Marketing Communications and Media	BSc	Hungarian	Y	Y	N
Digital marketing strategy	MSc	Hungarian	Y	N	Y
Online marketing training	BSc	Hungarian	Y	Y	N
Integrated marketing communications	MSc	Hungarian	Y	Y	N
Contemporary consumer marketing	MSc	English	Y	N	Y

## THE WORLD OF PRACTICE

Involvement in world of practice activities at the School	
Name	Role
iEXPO	mentor, expert
organising and hosting a corporate guest speakers	

Corporate projects			
Name	Date	Role	Responsibilities
Coca-Cola – Sziget Festival stand planning	2023	course leader	Guidance for student groups while working on the project
Converse, R-Cool, HR-klíma, Aranypart Camping marketing campaign planning	2023	course leader	Guidance for student groups while working on the project
INTREN	2023	project team member	online marketing analytics

Memberships			
Name	Date	Role	Responsibilities
IAB Digital Marketing Teachers Advisory Board	2022	advisory board member	consulting on projects done by IAB
EMOK - Association for Marketing Education and Research	2021	board member	increase the awareness and recognition of the association

Intellectual rights and properties	
Name	Date
WEU	intellectual property – own research method for measuring non-monetary customer value

## TEACHING MATERIAL

Marketingkommunikáció és media (2024) – my own book written for the course Marketingcommunications and Media  
Marketingkommunikáció – reklám, PR, értékesítésösztönzés In: Rekettye, Gábor; Törőcsik, Mária; Hetesi, Erzsébet (szerk.)  
Bevezetés a marketingbe Budapest, Magyarország : Akadémiai Kiadó (2022) 396 p. Paper:  
[https://mersz.hu/hivatkozas/m998bam\\_f12\\_p1/#m998bam\\_f12\\_p1](https://mersz.hu/hivatkozas/m998bam_f12_p1/#m998bam_f12_p1)

## RESEARCH INTREST AND PROJECTS

Project Name	Title	Responsibilities
OTKA research grant	THE IMPACT OF THE INTEGRATED MODEL OF CONSUMER SATISFACTION, LOYALTY AND VALUE ON THE ECONOMIC OUTCOME	researcher, especially involved in doing empirical research as well as literature reviews
OTKA research grant	DYNAMIC MODEL OF THE RELATIONSHIP OF OPTIMIZED CUSTOMER BEHAVIOUR AND FIRM PERFORMANCE IN THE CHANGING OMNICHANNEL PURCHASING ENVIRONMENT	researcher, especially involved in doing empirical research as well as literature reviews

- omnichannel marketing,
- word-of-mouth, and
- customer valuation

Besides that, I am interested in almost every aspect of marketing communications (researching consumer insights, online marketing communication, marketing psychology, etc.).

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### Publication Highlights

**Pham, Thi Van Anh - Ákos, Nagy - Ngo, Minh Trung | 2024 | INTERNATIONAL JOURNAL OF CONSUMER STUDIES**

The influence of perceived risk on purchase intention in e-commerce – Systematic review and Research agenda

**Nagy, Ákos - Németh, Péter - Kemény, Ildikó - Szűcs, Krisztián | 2022 | VEZETÉSTUDOMÁNY**

Webrooming és showrooming Magyarországon: Omnichannel vásárlói magatartás a sportcikk piacán

**Kemény, Ildikó - Simon, Judit - Nagy, Ákos - Szűcs, Krisztián | 2016 | INDUSTRIAL MANAGEMENT & DATA SYSTEMS**

Measuring quality perception in electronic commerce: a possible segmentation in the Hungarian market

The detailed list of publications is available in the Hungarian Scientific Bibliography at:

Publications in MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=authors10021541>

and ORCID: <https://orcid.org/0000-0002-1403-0038>

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## FURTHER SKILLS AND COMPETENCIES

project, team building and management abilities experience in organizing events, software skills: Microsoft Office™ (especially Word™, Excel™, Powerpoint™), SPSS, AMOS, Adanco, SmartPLS, Adobe Illustrator