



# ESZTER JAKOPÁNECZ

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**Nationality:** Hungarian

**Sex:** female

**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

### PhD

2016

University of Pécs Faculty of Business and Economics, PhD Programme in Business Administration

### Erasmus Scholarship

2008

University of Bayreuth, Faculty of Law, Business & Economics

### Economist (MSc)

2008

University of Pécs Faculty of Business and Economics

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## LANGUAGE SKILLS

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

### Language exams:

Business English language exam (bilingual exam, level B1)

Test Deutsch als Fremdsprache (TestDaF Institut), level 4 and 5

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## AWARDS AND ACHIEVEMENTS

### **The most innovative marketing course award, 2022**

Association for Marketing Education and Research, Hungary

### **Best Paper Award, 2020**

Association for Marketing Education and Research, Hungary

### **The best PhD Dissertation, 2016**

Hungarian Academy of Sciences Regional Committee in Pécs

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## WORK EXPERIENCE

### **Assistant professor | University of Pécs Faculty of Business and Economics**

2018 – present

Responsibility: lecturing, research, managing director of The Hungarian Journal of Marketing and Management.

### **Managing editor | Evangélium365 Kft.**

2016-2018

Responsibility: editorial tasks, webshop development, marketing and financial tasks.

### **Research Assistant, Researcher | Trendinspiráció Műhely**

2009-2016

Responsibility: Conducting desk research, quantitative, qualitative and trend research methods.

### **Study advisor | University of Pécs Faculty of Business and Economics**

2005-2006

Responsibility: Career and study advising, conducting internships.

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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	Y	N	Y
Marketing research in practice	BSc	Hungarian	N	N	Y
Psychology in marketing	BSc	Hungarian	Y	Y	N
Consumer resistance	BSc	Hungarian	Y	Y	N
Fashion marketing	BSc	Hungarian	Y	Y	N
Services marketing	MSc	Hungarian	Y	Y	N
Sustainability and Responsible Consumption	MSc	Hungarian	Y	Y	N
Services Marketing and Management	MSc	English	N	N	Y
Contemporary Consumer Behaviour	MSc	English	N	N	Y

## THE WORLD OF PRACTICE

Involvement in world of practice activities at the School	
Name	Role
World of Practice Week	Instructor organizing student teams
iExpo	Lecturer hosting company presentations and projects

Corporate projects			
Name	Date	Role	Responsibilities
Secontaste	2024 spring semester	instructor	Coordinating a corporate project task within the framework of the Sustainability and responsible consumption (MSc, Hungarian) course.
This is Redy	2023 fall semester	instructor	Coordinating a corporate project task within the framework of the Psychology in marketing (BSc, Hungarian) course.
Mohácsi Városgazdálkodási Nonprofit Kft.	2023 spring semester	instructor	Coordinating a corporate project task within the framework of the Services marketing (MSc, Hungarian) course.

Memberships			
Name	Date	Role	Responsibilities
European Marketing Academy (EMAC)	2025	member	Participation in the regional conference
Association for Marketing Education and Research, Hungary (EMOK)	2018-	member	Participation in annual conferences and professional programs
Hungarian Academy of Sciences, IX. Section	2028-	member of the public body	Participation in academical programs

## RESEARCH INTEREST AND PROJECTS

Project Name	Title	Responsibilities
Increasing the role of domestic companies in the nation's reindustrialization	Examining the sustainability aspects of consumer behavior, especially in the omnichannel environment.	Research gap and research concept development, literature review, conducting qualitative and quantitative research methods, paper development.
Transformative Service Research (TSR)	Social justice, inclusion and well-being of elderly individuals in healthcare and elderly care related technology.	Research gap and research concept development, literature review, conducting qualitative and quantitative research methods, paper development.
Green nudges and sustainable consumer behaviour	The effect of green nudges on sustainable consumer behaviour, exploring cultural differences	Research gap and research concept development, literature review, conducting experimental research methods, paper development.

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## PUBLICATION HIGHLIGHTS

**Jakopánecz, Eszter; Gerdesics, Viktória; Putzer, Petra; Lányi, Beatrix; Pavluska, Valéria; Törőcsik, Mária | 2019**  
**| Interdisciplinary Management Research / Interdisziplinäre Managementforschung**  
CULTURAL CONSUMPTION PATTERNS AMONG LIFESTYLE GROUPS IN HUNGARY

**Törőcsik, Mária; Pál, Eszter; Jakopánecz, Eszter | 2018 | Agrártudományi Közlemények/Acta Agraria Debreceniensis**  
NEW AND INNOVATIVE CONSUMER DEMANDS AND EXPECTATIONS ON THE HUNGARIAN FOOD MARKET

**Jakopánecz, Eszter ; Németh, Péter ; Szűcs, Krisztián ; Törőcsik, Mária | 2014 | 13th International Marketing Trends Conference, Venice, Italy: ESCP Business School**  
THE FORMS OF CONSUMER RESISTANCE: THE BORDER BETWEEN ACCEPTANCE AND REJECTION

List of publications:

[Hungarian Scientific Bibliography](#)  
[ORCID](#)

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## FURTHER SKILLS AND COMPETENCIES

Use of programs: MS Excel, Power Point, Prezi, SPSS, Adobe InDesign