



DR. JUDIT MÁTYÁS

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Nationality: Hungarian

Date of birth: 08.01. 1962

Sex: female

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

Job position: Assistant Professor

EDUCATION AND TRAINING

BSc/German-Hungarian teacher

1985

University of Pécs Faculty of Humanities and Social Sciences

MSc/German teacher

1994

University of Pécs Faculty of Humanities and Social Sciences

MBA/Marketing

2003

University of Pécs Faculty of Business and Economics

PhD/Linguist

2005

University of Pécs Faculty of Humanities and Social Sciences

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2
German	C2	C2	C2	C2	C2

Language exams:

English: LCCI (C1-Level 3, Eur.Ref.: B2)

German: BSc/MSc (C2)

AWARDS AND ACHIEVEMENTS

2000: MTA Bolyai János Research Fellowship

2006: Ljubljana: European Label, European Award for Outstanding Performance, EPHRAS (International Project)

WORK EXPERIENCE

Assistant Professor | University of Pécs Faculty of Business and Economics, Department of Business Communication and Foreign Languages

2000-2005

German (technical language)

Assistant Professor | University of Pécs Faculty of Business and Economics, Department of Foreign Languages

2006-2015

German (technical language)

Assistant Professor | University of Pécs Faculty of Business and Economics, Institute of Marketing and Tourism

2016-

German (technical language), Marketing

Mentor, Hagen-Pécs Degree-Program | University of Pécs Faculty of Business and Economics

2007-

Leader, BGE Examination Center (Business) | University of Pécs Faculty of Business and Economics

2008-

Mentor teacher (learning methodology, learning strategies, language learning, language exams, Hagen-Pécs german dual degree programm) | University of Pécs Faculty of Business and Economics

2016 -

Member, Foreign Affairs Committee | University of Pécs Faculty of Business and Economics

2012-2017

Member, Committee on Internationalisation | University of Pécs Faculty of Business and Economics

2023-

TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
German (technical) language	BSc	German	Y	N	Y
foreign language professional subject	BSc/MSc	German	Y	N	Y
Marketing	BSc	Hungarian	N	N	N
Grundlagen des Marketing	BSc	German	Y	Y	N

TEACHING MATERIAL

Borgulya Istvánné/ Sümeginé Dobrai Katalin/ Jacob Renate/Mátyás Judit (2006): Wirtschaftskennntnisse auf Deutsch, Budapest: Akadémiai Kiadó

Renate Jacob/ Mátyás Judit (2012): Wirtschaftsdeutsch, Fragen + Antworten. Mit Fachwortliste. Pécs: Pécsi Tudományegyetem Közgazdaságtudományi Kar

Mátyás Judit (2012): Az idegen nyelvű szakirodalom olvasásának jelentősége napjainkban. Német nyelvű szakmai szövegek szótár nélküli olvasásának vizsgálata közgazdász hallgatók körében. Olvasásmódszertani ajánlások (2012), Pécs: Pécsi Tudományegyetem Közgazdaságtudományi Kar. Budapest, Országos Széchenyi Könyvtár; Leipzig/ Frankfurt am Main, Deutsche Nationalbibliothek (Német Nemzeti Könyvtár)

Mátyás Judit (2023): Idegen nyelvű szakmai tárgy (online tananyag), Marketing, Pécs: Pécsi Tudományegyetem Közgazdaságtudományi Kar

RESEARCH INTREST AND PROJECTS

Project Name	Title	Responsibilities
German phrasemes	EPHRAS	International Project, PTE KTK, Karl Franzens Universität Graz, Technische Universität Graz, Univerza V Mariboru, University of St. Cyril and Methodius Trnava (2006)
Program development (BSc, Foksz)	IFA	PTE KTK, German language program development
Data mining	TÁMOP	PTE KTK, Opinion Mining and Sentiment Analysis, data mining (2013)
e-health	TÁMOP-4.2.2.D-15/1/KONV-2015-0009	Encouraging research on the basis of e-health developments at the University of Pécs (2015)
Generation research	EFOP-3.6.1-16-2016-00004	Generation research project, University of Pécs (2018-19)
Dual tourism	EFOP-3.5.1-16-2017-0000	Training of trainers, dual tourism, University of Pécs (2018)
Mentor program	EFOP-3.4.3-16-2016-00005	Mentor program, University of Pécs (2018-2021)

PUBLICATION HIGHLIGHTS

Mátyás Judit | 2013 | Zanjan, Iran (Nikan Ketab Publishing House)

Challenges of Global Marketing Communication, Intercultural Marketing

Mátyás Judit | 2008 | Vilnius, Lithuania (Mykolo Riomerio universitetas)

Reading methods of professional texts in foreign languages without dictionary. The Synthetic Reading method

Mátyás Judit | 2010 | Wrocław, Poland (Wydawnictwo Uniwersytetu Wrocławskiego)

Vorbereitung auf die Wirtschaftsdeutschprüfung und – parallel dazu - auf die erfolgreiche Geschäftskommunikation

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

[Publications in MTMT and ORCID](#)

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