



UNIVERSITY OF PÉCS
Faculty of Business and Economics

DR. PÉTER NÉMETH

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Nationality: Hungarian

Date of birth: 1987

Sex: male

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

Job position: assistant professor

EDUCATION AND TRAINING

PhD
2019

University of Pécs Doctoral School of Business Administration

Master of Science (MSc) in marketing
2010

University of Pécs Faculty of Business and Economics

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
French	B2	B2	B2	B2	B2
Finnish	A1	A1	A1	A1	A1

Language exams:

English complex general language exam on C1 level

French complex business language exam on B2 level

AWARDS AND ACHIEVEMENTS

Teacher of the Year among the students of the Janus Pannonius School of Economics

2023

New National Excellence Program, National Scholar of Excellence in Higher Education

2022-2023; Research topic of the scholarship: retail concentration and competitiveness.

Publication Award of the Committee on Economic Sciences, Section IX of the Hungarian Academy of Sciences

2022

Nagy Ákos, Németh Péter, Kemény Ildikó, & Szűcs Krisztián (2022). Webrooming and showrooming in Hungary: omnichannel customer behavior in the sporting goods market. *Vezetéstudomány*, 53(7), 79-93.

New National Excellence Program, National Scholar of Excellence in Higher Education

2017-2018

Research topic of the fellowship: Gender and generational consumer behavior, Commercial marketing, Marketing research.

WORK EXPERIENCE

assistant professor | University of Pécs Faculty of Business and Economics

2020 – present

director | University of Pécs Faculty of Business and Economics the CoRe lab Consumer Research lab

2019 – present

assistant lecturer | University of Pécs Faculty of Business and Economics

2016-2020

researcher | TrendInspiration Research Institute Ltd.

2012-2018

expert | University of Pécs Rector's Office

2010-2012

TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
Piackutatási módszerek (Marketing research)	BSc	Hungarian	Y	N	Y
Marketingelemzések (Marketing Analysis)	MSc	Hungarian	N	N	Y
Omnichannel marketingdöntések (Omnichannel marketing decisions)	MSc	Hungarian	Y	Y	N
Kereskedelmi marketing (Retail Marketing)	BSc	Hungarian	Y	Y	N
Kereskedelmi vállalatok gazdálkodása (Management of retail companies)	BSc	Hungarian	Y	Y	N
Contemporary Consumer Marketing	MSc	English	N	N	Y
The Art of Writing and Presenting	BSc	English	Y	N	Y
Marketing Analysis and Planning	MSc	English	N	N	Y
Marketing Research	BSc	English	Y	N	Y

THE WORLD OF PRACTICE

Involvement in world of practice activities at the School	
Name	Role
representative of the Marketing and Tourism Department	representative of the department on Marketing and Tourism within the Centre for Applied Learning
iExpo	expert
International Hackathon	mentor
the CoRe lab Corporate Talk	moderator of the event twice in a semester
WoP week	hosting guest speakers several times per semester
Faculty Advisory Board	participating on the sessions
Department Advisory Board	organizing and participating on the sessions
corporate projects	As an instructor, students work on a research problem from our partner company in at least one course each semester. I help the teams as a mentor.

Corporate projects			
Name	Date	Role	Responsibilities
Spar Hungary			
Aldi Hungary			
Penny Hungary			
Tesco Hungary			
Trade Magazin			
GAZEK Ltd.			
Neticle			
Ipsos Hungary			
Crane Ltd.			
Fán Group Ltd.			
Szocio-Gráf Ltd.			
Laurel Ltd.			
Decathlon Hungary			
IKEA			

Memberships			
Name	Date	Role	Responsibilities
EMOK (Association for Marketing Education and Research)	from 2017	member	-
Hungarian Academy of Sciences	from 2019	public body member	.
Trade Magazin Retailer of the year competition	from 2021	jury member	evaluating the entries

Media and professional event contribution
<p>From 2020 to 2024, eight articles and news about my activities were published in Hungarian on different online websites reaching a Hungarian audience.</p> <p>From 2019 to 2024 I gave four presentations in Hungarian business conferences on topics related to my research.</p> <p>Since 2021, I have given an interactive presentation in Hungarian at the UP Researchers' Night every year.</p> <p>Since 2022, we organize the annual Omnichannel Day, for which I am the main organizer and have moderated several sessions. The event is in English.</p>

TEACHING MATERIAL

In 2022, participation in designing, scripting, and recording videos for the Market Research course (in Hungarian).
In 2020, with co-authors (Krisztián Szűcs, Erika Lázár) published a note in Hungarian and English (Marketing Research 2.0).

RESEARCH INTEREST AND PROJECTS

Project Name	Title	Responsibilities
omnichannel marketing		
neuromarketing, eye-tracking research		
competitiveness of retail companies from a consumer perspective		

PUBLICATION HIGHLIGHTS

Törőcsik M., Csóka L., Németh P., Neulinger Á | 2023 | Financial and Economic Review

Changes in the Attitudes of Hungarian Shoppers in Times of Crisis.

Németh P. | 2023 | Marketing & Menedzsment: the Hungarian journal of marketing and management.

A magyar élelmiszer- és napicikk kiskereskedelem forgalmi koncentrációja 2010 és 2020 között. (Hungarian paper about retail concentration)

Szűcs K., Lázár E., Németh P. | 2020 | UP Library

Marketing Research 2.0

The detailed list of publications is available in the Hungarian Scientific Bibliography at: [MTMT](#)

Orcid: <https://orcid.org/0009-0006-7216-9923>

FURTHER SKILLS AND COMPETENCIES

Successful participation in a workshop organized by the PTE Centre for Digital Teaching and Learning Support

May 2023

Omnichannel marketing certificate from Kellogg Executive Education

Certificate available at: <https://execedcertificate.kellogg.northwestern.edu/09c4b828-db04-4c65-811c-612f7d0b5f3e>

March-April 2023

Completion of the Digital Marketing Professional Certificate Program

Certificate available: https://www.credly.com/badges/45505a1b-3f08-4f7d-b52f-5c981622c5c1?source=linked_in_profile

April 2022

User of the following **software used for research**: SPSS, Tobii Pro Lab, Zurvey, Noldus FaceReader