



UNIVERSITY OF PÉCS
Faculty of Business and Economics

PETRA PUTZER

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Nationality: Hungarian

Date of birth: 28.10. 1985

Sex: female

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

Job position: assistant professor

EDUCATION AND TRAINING

Business Coach

2021

University of Pécs Faculty of Business and Economics

Trainer

2017

Tréning-TÉR

PhD

2015

University of Pécs Faculty of Business and Economics

Mentor

2015

Business Coach Ltd.

Certified Public Accountant

2014

Comenius Vocational High School and Vocational School

Economist (MSc)

2009

University of Pécs Faculty of Business and Economics

Graduation

2004

PTE Babits Mihály Grammar High School

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	B2	B2	B1	B1	B2

Language exams:

LCCI Language Exam in English Business Language, Intermediate Professional "C" Type

Sprachdiplom Language Exam in German, Advanced "C" Type

ÖSD Language Exam in German, Intermediate "C" Type

AWARDS AND ACHIEVEMENTS

Best Paper – International Conference on Organizational Science Development 2024

Awarded for the paper: "Goodbye CSR? – Environmental Social and Governance (ESG) Factors in Tourism" by Petra Putzer and Alexandra Posza at the 43rd International Conference on Organizational Science Development.

2nd Place - Hungarian National Bank Green Financial Research Initiatives

Recognized for outstanding green financial research as part of the ESG research team in 2023.

Publication Excellence Award – Academic Book Category by MTA (Hungarian Academy of Sciences) IX Division

Awarded for the book: "Measuring Marketing Efficiency - How to Measure Marketing?" co-authored by Petra Putzer and László Józsa, published by Akadémiai, Budapest, 2022.

EMOK "Most Innovative Course of the Year"

Awarded for innovative marketing courses: "Responsible Marketing" (2018, co-authored with Péter Németh) and "Introduction to Marketing" courses (2022, co-authored with Mária Törőcsik, Eszter Jakopánecz, and Ákos Nagy).

Promising Performance of the Year 2019

First recipient of the "Promising Performance of the Year" award at the Faculty of Business and Economics, University of Pécs.

WORK EXPERIENCE

Assistant Professor | University of Pécs Faculty of Business and Economics

2018 – present

Teaching activities and related responsibilities, Research in CSR and ESG; Participation in faculty research projects, publication, TDK competition organization; Head of the Sustainability Center and mentoring activities

Assistant Lecturer | University of Pécs Faculty of Business and Economics

2015-2017

Teaching activities and related responsibilities; Research in CSR; Participation in faculty research projects, publication, TDK competition organization; Planning and leading the communication of the Simonyi BEDC program, and mentoring activities.

Research Assistant | University of Pécs

2013-2014

Teaching activities, participation in research projects, publication; TDK competition organization, grant writing, science communication, event organization; Planning and leading the communication of the Simonyi BEDC program, and mentoring activities.

Assistant Lecturer | University of Pécs

2012-2013

Teaching activities and related responsibilities; Research in CSR; Participation in faculty research projects, publication, TDK competition organization, grant writing

Vocational Teacher | Perfekt Vocational High School and Vocational School Pécs

2010-2012

Teaching subjects for OKJ courses in Sports Organizer-Manager and Marketing and Advertising Officer programs

Marketing Assistant | Apolló Cultural Association Pécs

2008-2009

Coordinating the association's marketing activities and grant writing.

TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
Sales Promotion	Vocational	Hungarian	N	Y	N
Innovation Marketing	MSc	Hungarian	N	N	Y
Sales Channels	BSc	Hungarian	N	N	Y
SME Management and Market Decisions	BSc	Hungarian	N	Y	N
Marketing Channels Management	MSc	Hungarian	N	N	Y
Marketing	BSc	Hungarian	N	N	Y
Social Marketing (Macro Marketing)	MSc	Hungarian	N	N	Y
Foundation Marketing	BSc	English	N	N	Y
Direct and E-marketing	BSc	Hungarian	N	N	N
Tourism Marketing	BSc	Hungarian	N	N	N
Conscious Consumption	MSc	Hungarian	N	N	Y
SCM and Distribution Channels	MSc	Hungarian	N	N	Y
Social Marketing	MSc	Hungarian	N	Y	N
Responsible Marketing	MSc	Hungarian	Y	N	Y
SME Marketing (Pharmacy Networks and Family Pharmacies)	MSc	Hungarian	Y	Y	N
Work Communication	BSc	Hungarian	N	N	Y
Marketing Finance	MSc	Hungarian	Y	Y	N
Sales Management	BSc	Hungarian	N	N	Y
Scientific Student Work (TDK)	BSc/MSc	Hungarian	Y	N	N
Marketing Calculations	BSc	Hungarian	Y	Y	N
Nonbusiness Marketing	BSc	Hungarian	Y	N	Y
The Art of Writing and Presenting	BSc	English	N	N	Y
SME Marketing Case Studies	BSc	Hungarian	Y	Y	N
Natural Resource Economics and CSR	BSc	English	N	N	Y
Introduction to Marketing	BSc	English	Y	N	Y
Marketing Calculations	BSc	English	Y	Y	N
Corporate Social Responsibility (CSR)	MSc	Hungarian	Y	Y	N
ESG in Corporate Practice	MSc	Hungarian	N	N	Y
Business Ethics and CSR	MSc	English	N	N	Y
ESG in Corporate Practice	MSc	English	N	N	Y

THE WORLD OF PRACTICE

Involvement in world of practice activities at the School	
Name	Role
iExpo	Mentor, Expert
Hackathon	Mentor, Expert
Sustainability Centre	Head

Memberships			
Name	Date	Role	Responsibilities
EMOK (Association for Marketing Education and Research)	2015	Member	Member
MTA (Hungarian Academy of Sciences) Committee on Business Administration	2015	Member	Member
OTDT	2012	Faculty TDK Secretary	Coordinating TDK rounds
OTDT Economics Professional Committee	2023	Secretary of the Professional Committee	Handling secretary duties for the professional committee
PRME CEE Chapter Leadership	2024	Head of Faculty Development Programs	Coordinating institutional colleagues' involvement

Media and professional event contribution	
Name	Date
Knowledge Link Podcast - The Marketing Jedi Side?	19.06.2024.

TEACHING MATERIAL

Petra Putzer - How to Deliver Products to Customers? In: Gábor Rekettye: SME Marketing: Everything Small Businesses Need to Know About Marketing.

Beatrix Lányi; Petra Rácz-Putzer - The Marketing of Small Enterprises In: László Szerb; András Rideg (eds.) SME Economics and Management: Competitiveness Approach Budapest, Hungary: Akadémiai Kiadó (2023) Paper: Chapter 7.

Petra Putzer; Gábor Rekettye - Supply Chain and Distribution Strategies In: Gábor Rekettye; Mária Törőcsik; Erzsébet Hetesi (eds.) Introduction to Marketing Budapest, Hungary: Akadémiai Kiadó (2022) 396 p. Paper: https://mersz.hu/hivatkozas/m998bam_f11_p1/#m998bam_f11_p1

Petra Putzer; László Józsa - Measuring Marketing Efficiency: How to Measure Marketing? Budapest, Akadémiai

RESEARCH INTEREST AND PROJECTS

Project Name	Title	Responsibilities
ESG Research Group	TKP2021-NKTA-19 - "Increasing the Role of Domestic Companies in the Reindustrialization of the Nation"	Conducting research aligned with the instructions of the research group's leader, resulting in international and/or domestic MTA-listed publications, either independently or in collaboration with other researchers.
Accessible Tourism	2022-2-HU01-KA220-HED-000099410 "The Development of the Innovative Educational Method of ACCESSIBLE Tourism in Central Europe - ACCESSIBLE"	Developing an innovative educational platform.

PUBLICATION HIGHLIGHTS

Petra Putzer – Alexandra Posza | 2024 | Organizacija (Journal of Management Information Systems and Human Resources)

TRANSITION FROM CSR TO ESG IN TOURISM – A BIBLIOMETRIC ANALYSIS.

Eszter Jakopánecz, Viktória Gerdesics, Petra Putzer, Beatrix Lányi, Valéria Pavluska, Mária Törőcsik | 2019 | Interdisciplinary Management Research

CULTURAL CONSUMPTION PATTERNS AMONG LIFESTYLE GROUPS IN HUNGARY

Petra Putzer | 2019 | International Journal of Multidisciplinarity in Business and Science

SOCIAL ENTREPRENEUR AS POSSIBLE FUTURE OF CSR AND MEASURING SOCIAL ENTREPRENEURIAL ATTITUDE AMONG STUDENTS

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

<https://m2.mtmt.hu/api/publication?format=html&labelLang=hun&sort=publishedYear,desc&cond=authors;eq;10021545>
<https://orcid.org/0009-0002-4755-3465>

FURTHER SKILLS AND COMPETENCIES

Strong verbal communication skills acquired through teaching activities and conference presentations.

Strong written communication skills developed through teaching and research activities.

Leadership skills (Head of the Sustainability Center, leadership of student groups in the Simonyi BEDC program, mentor).

Organizational skills (Organizing and executing PTE KTK TDK conferences since September 2013, organizing OTDK in 2019, participating in the organization of CAL events, involvement in organizing EMOK conferences from 2011 to 2024).