



UNIVERSITY OF PÉCS
Faculty of Business and Economics

DR. KRISZTIÁN SZÚCS, PH.D.

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Nationality: Hungarian

Date of birth: 23.05.1975

Sex: male

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

Job position: Associate Professor, Head of Department

EDUCATION AND TRAINING

Habilitation (in marketing, focusing on non-monetary customer valuation)

2018

University of Pécs Faculty of Business and Economics

Ph.D. degree (in Business Administration, focusing on segmentation theory of customer markets)

2008

University of Pécs Faculty of Business and Economics

MSc in Business (major in marketing)

1999

Janus Pannonius University Faculty of Business and Economics

Foreign Trade Assistant

1994

Szókratész Foreign Trade Academy

LANGUAGE SKILLS

| | Understanding | | Speaking | | Writing |
|------------------|---------------|---------|--------------------|-------------------|---------|
| | Listening | Reading | Spoken interaction | Spoken production | |
| Hungarian | C2 | C2 | C2 | C2 | C2 |
| English | C1 | C1 | C1 | C1 | C1 |
| German | A2 | B1 | A1 | A1 | A2 |
| Spanish | A2 | A2 | A1 | A1 | A1 |

Language exams:

Intermediate English for Business (1998)

English intermediate general (1993)

German basic (2008)

AWARDS AND ACHIEVEMENTS

XXX EMOK (Association for Marketing Education and Research) conference

2024 Best Paper Award

MTA Committee on Business Administration

2023 Publication of the Year Award in the category of books

MTA Committee on Business Administration

2022 Publication of the Year Award in the category of articles in Hungarian

MTA Committee on Business Administration

2021 Publication of the Year Award in the category of books

MTA Committee on Business Administration

2019 Publication of the Year Award in the category of articles in Hungarian

XXII EMOK (Association for Marketing Education and Research) conference

2016 Best Paper Award

PTE KTK Programmes in English

2014/2015 Teacher of the Year

ESOMAR Excellence Award

2002 Best Paper of the Year

WORK EXPERIENCE

Head of Department | University of Pécs Faculty of Business and Economics

2022 – present

Dean's Advisor in International Accreditations | University of Pécs Faculty of Business and Economics

2022 – present

Adjunct Faculty | Woxsen University School of Business (India)

2022 – present

Visiting Scholar | University of Zagreb Faculty of Economics and Business (Croatia)

2022 – present

Vice Dean General | University of Pécs Faculty of Business and Economics

2015 – 2022

Associate Professor | University of Pécs Faculty of Business and Economics

2019 – present

Vice Dean for Business Development and Marketing | University of Pécs Faculty of Business and Economics

2011 – 2015

Director for External Relationships | University of Pécs Faculty of Business and Economics

2009 – 2011

Assistant Professor | University of Pécs Faculty of Business and Economics

2008 – 2019

MBA programme director | University of Pécs Faculty of Business and Economics

2005 – 2009

Assistant Lecturer | University of Pécs Faculty of Business and Economics

2002 – 2008

Co-Owner, Research Director | Y-shift Ltd.

2015-2023

Co-Owner, Research Director | Zalay & Partner Marketing and IT Consulting Ltd.

2003-2015

Researcher | Dr. Törőcsik Consumer Behaviour Research Institute Ltd.

1996-2003

TEACHING EXPERIENCE

| Course name | Level | Language | Course Leader (Y/N) | Own course development (Y/N) | Joint course development (Y/N) |
|---------------------------------|-------|-------------------|---------------------|------------------------------|--------------------------------|
| Marketing Theory | PhD | Hungarian/English | Y | Y | N |
| Marketing Analysis and Planning | MSc | Hungarian/English | Y | N | Y |
| Consumer Behaviour | MSc | Hungarian | N | N | Y |
| Strategic Marketing | MSc | Hungarian/English | Y | N | Y |
| Consumer Behaviour | BSc | English | Y | Y | N |

THE WORLD OF PRACTICE

| Involvement in world of practice activities at the School | |
|---|------------|
| Name | Role |
| the CoRe lab | Researcher |

| Memberships | | | |
|--|-----------|---------------------|------------------|
| Name | Date | Role | Responsibilities |
| European Foundation for Management Development | 2022- | advisor | |
| HAN University (NL) | 2022- | curriculum reviewer | |
| Woxsen University (IN) International Advisory Board | 2022- | member | |
| European Foundation for Management Development | 2020- | reviewer | |
| Hungarian Academy of Sciences IX Department of Economics and Law, Committee on Business Administration | 2022- | secretary | |
| Association for Marketing Education and Research | 2021-2024 | president | |
| Association for Marketing Education and Research | 2018-2021 | vice-president | |
| Association for Marketing Education and Research | 2015-2018 | board member | |
| Journal of Marketing&Menedzsmnt | 2015-2018 | editor | |
| Hungarian Academy of Sciences Regional Committee on Marketing and Management | 2011-2013 | president | |
| Hungarian Academy of Sciences Regional Committee on Marketing and Management | 2009-2011 | secretary | |
| Hungarian Academy of Sciences, Public Body | 2008- | member | |
| Academy of Marketing, UK | 2007 | member | |
| Club of Marketing Educators and Researchers | 2002-2014 | member | |

| Intellectual rights and properties | |
|------------------------------------|------|
| Name | Date |
| Non-monetary customer valuation | 2022 |

TEACHING MATERIAL

Szűcs, Krisztián; Lázár, Erika; Németh, Péter: Marketingkutató 4.0. (Marketing Research 4.0) Budapest, Magyarország : Akadémiai Kiadó (2023) , 282 p. ISBN: 9789634548546

Töröcsik, Mária; Szűcs, Krisztián: Fogyasztói magatartás: Mintázatok, trendek, alkalmazkodás (Consumer Behaviour: Patterns, trends, adaptation). Budapest, Magyarország: Akadémiai Kiadó (2021), 384 p. ISBN: 9789634546351

Szűcs, Krisztián; Lázár, Erika; Németh, Péter: Marketingkutató 2.0. (Marketing Research 2.0) Pécs, Magyarország: Pécsi Tudományegyetem Közgazdaságtudományi Kar Marketing és Turizmus Intézet (2020), 122 p. ISBN: 9789634295945

Gyulavári, Tamás; Mitev, Ariel; Neulinger, Ágnes; Neumann-Bódi, Edit; Simon, Judit; Szűcs, Krisztián: A marketingkutató alapjai (Fundamentals of Marketing Research). Budapest, Magyarország: Akadémiai Kiadó (2014), 348 p. ISBN: 9789630595285

Gyulavári, Tamás; Mitev, Ariel; Neulinger, Ágnes; Neumann-Bódi, Edit; Simon, Judit; Szűcs, Krisztián: A marketingkutató alapjai: Adat, információ, tudás (Fundamentals of Marketing Research: Data, Information and Knowledge). Budapest, Magyarország: Aula Kiadó (2012), 346 p. ISBN: 9789633390245

RESEARCH INTEREST AND PROJECTS

| Project Name | Title | Responsibilities |
|---|-------|------------------|
| Omnichannel decisions in the customer journey | | |
| Innovative marketing research toolkit | | |

OTKA 109792K: A fogyasztói elégedettség, lojalitás és érték integrált modelljének hatása a gazdasági teljesítményre (The Impact of the Integrated Model of Consumer Satisfaction, Loyalty and Value on the Economic Outcome) 2013-2017

OTKA 146356K: Az optimalizált vásárlói döntések és a vállalati teljesítmény összefüggésének dinamikus modellje a változó omnichannel környezetben (Dynamic model of the relationship of optimized customer behaviour and firm performance in the changing omnichannel purchasing environment) 2024-2026

PUBLICATION HIGHLIGHTS

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

Dairo, Adeolu O. ; Szűcs, Krisztián | 2020 | INTERNATIONAL JOURNAL OF FUZZY LOGIC AND INTELLIGENT SYSTEMS
Towards Fuzzy Analytics for Digital Video Advertising Campaign Effectiveness and Customer Experience

Szűcs, Krisztián; Lázár, Erika; Németh, Péter | 2023 | Akadémiai Kiadó, Budapest
Marketingkutató 4.0

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

[Publications in MTMT](#) and [ORCID](#)