



ERIKA LÁZÁR

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Nationality: Hungarian

Date of birth: 02.12.1989

Sex: female

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

Job position: assistant lecturer

EDUCATION AND TRAINING

MSc/ Master of Science in Marketing

2018

University of Pécs Faculty of Business and Economics

MSc/ Sociology (Economic and Organisational Sociology)

2014

Corvinus University of Budapest Institute of Social and Political Sciences

BA/ Liberal Art (Communication and Media Sciences)

2012

University of Pécs Faculty of Humanities and Social Sciences

High School Diploma

2008

Deák Ferenc Training High School and Primary School of University of Pécs

LANGUAGE SKILLS

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

Language exams:

ECL English proficiency (CEFR C1) combined

ECL German intermediate (B2) combined (C)

WORK EXPERIENCE

assistant lecturer | University of Pécs Faculty of Business and Economics

2023 – present

Teaching: marketing research-related courses at bachelor's and master's level, in Hungarian and English
Academic research: consumer behaviour and customer experience research using innovative research methods
Senior researcher in the CoRe lab (Consumer Behaviour Research Centre)
Institutional tasks at the Marketing and Tourism Department.

marketing researcher | Y-shift Kft. (Pécs)

2018-2023

Design and implementation of marketing research projects. Data analysis, writing research studies, giving client presentations.
Performing design tasks in application development.

researcher | Zalay és Partner Kft. (Pécs)

2015-2018

Supporting research projects: research design, fieldwork management, study writing.

researcher | ETRResearch (Forma Display Kft., Budapest)

2014-2015

Participation in market research projects: research design, management, fieldwork, analysis, writing research studies.
Research methods used: eye tracking, facial recognition systems, quantitative and qualitative survey techniques.
Research areas: website, mobile app testing, usability test, ATL and BTL communication testing, in-store testing, satisfaction surveys.

research trainee | ETRResearch (Forma Display Kft., Budapest)

2013-2014

Research traineeships: fieldwork, data recording, study writing support.

trainee | The Hungarian Central Statistical Office - Population Census and Demographic Statistics Department (Budapest)

2013

Participation in the analysis and communication of census data.

TEACHING EXPERIENCE

| Course name | Level | Language | Course Leader (Y/N) | Own course development(Y/N) | Joint course development (Y/N) |
|---|-------|----------|---------------------|-----------------------------|--------------------------------|
| Marketing Research | BSc | angol | N | N | Y |
| Marketing Analysis and Planning | MSc | angol | N | N | Y |
| Marketingkutató Haladóknak/ Marketingelemzések | MSc | angol | N | N | Y |
| Piackutatási Módszerek | BSc | magyar | N | N | Y |
| Piackutatási Módszerek Projekt | BSc | magyar | N | N | Y |
| Consumer Behaviour | BSc | angol | N | N | Y |
| Marketing | BSc | magyar | N | N | Y |
| Kereskedelmi Marketing | BSc | magyar | N | N | Y |
| Értékesítésmenedzsmet | BSc | magyar | N | N | Y |

THE WORLD OF PRACTICE

| Involvement in world of practice activities at the School | |
|---|---------------------|
| Name | Role |
| iExpo | executive |
| iExpo | preparatory teacher |
| Corporate Talk (the CoRe lab) | co-host |

| Memberships | | | |
|---|-----------|-------------------|--|
| Name | Date | Role | Responsibilities |
| the CoRe lab (Consumer Behaviour Research Centre) | 2019-2024 | senior researcher | project management, research design, data analysis, presentation |

| Media and professional event contribution | |
|---|------------------|
| Name | Date |
| Collaboration on several articles published on portfolio.hu (related to research on financial consumer behaviour) | 2024 |
| Researchers' Night | 2021, 2022, 2023 |
| Omnichannel Day | 2023, 2024 |

| Intellectual rights and properties | |
|--|------|
| Name | Date |
| Marketingkutató 4.0 (book – Akadémiai Kiadó) | 2023 |

TEACHING MATERIAL

Marketingkutatás 2.0 teaching notes (2020): <https://pea.lib.pte.hu/handle/pea/23705>

Marketing Research 2.0 teaching notes (2020): <https://pea.lib.pte.hu/handle/pea/23761>

Marketingkutatás 4.0 book (Akadémiai Kiadó, 2023): https://mersz.hu/dokumentum/m1012m4__1/

PUBLICATION HIGHLIGHTS

Lázár Erika, Szűcs Krisztián, Nagy Ákos | 2023 | Reziliens marketing - válaszok változó kihívásokra : Egyesület a Marketing Oktatásért és Kutatásért XXIX. Nemzetközi konferencia : ABSZTRAKTKÖTET

Örömet okoznak-e a kiskereskedelmi mobilalkalmazások? - egy automatizált tartalomelemzés tanulságai = Using retail apps causes joy? – experiences from an automated content analysis

Lázár Erika, Németh Péter, Szűcs Krisztián, Nagy Ákos | 2022 | TRANSZFORMATÍV MARKETING: Társadalmi és üzleti kihívások integrált marketing-megoldásai : Az EMOK Egyesület a Marketing Oktatásért és Kutatásért XXVIII. Nemzetközi Konferenciájának Tanulmánykötete

Játékosított kérdőívek hatékonyságának mérése

Lázár Erika, Szűcs Krisztián | 2020 | Vezetéstudomány

A neuromarketing aktuális helyzete és a mintaelemszámra vonatkozó kihívásai, különös tekintettel a szemkamerás mérésekre

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

[tps://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=authors10064733](https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=authors10064733)

FURTHER SKILLS AND COMPETENCIES

Data analysis: SPSS

Data visualisation: VOSviewer, Canva, Photoshop

Special research software: Zurvey, Tobii Pro, Noldus FaceReader