



UNIVERSITY OF PÉCS
Faculty of Business and Economics

DR. VIKTÓRIA GERDESICS, PhD

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Nationality: Hungarian, Croatian

Date of birth: 18.12.1984.

Sex: female

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

Job position: assistant professor, international accreditation manager

EDUCATION AND TRAINING

quality assurance professional

Quality Assurance Academy, EFMD
2025

business coach

2021
University of Pécs Faculty of Business and Economics, postgraduate specialisation programme

7Habits

2020
University of Pécs Faculty of Business and Economics, training

PhD degree

2017
University of Pécs Faculty of Business and Economics Doctoral School of Regional Politics and Economics, PhD programme

mentor

2015
Business Coach Mentor Academy

MSc in Marketing

2011
University of Pécs Faculty of Business and Economics, MSc in Marketing programme

BSc in Tourism and Hotel Management

2007
Budapest Business School Faculty of Commerce, Catering and Tourism (THM English programme)

graduation

2003
Leőwey Klára High School, special English class

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
Croatian	C2	C2	C2	C2	C2
English	C2	C2	C2	C2	C2
Spanish	B2	B2	B2	B2	B2

Language exams:

Croatian – general advanced level state language exam (Foreign Language Extension Centre)

English – advanced level complex monolingual LSP (language/or specific purposes) examination (BGF KVIFK)

Spanish – gazdasági szaknyelvi (idegenforgalmi-vendéglátóipari) középfokú nyelvvizsa (BGF)

AWARDS AND ACHIEVEMENTS

Promising Performance of the Year

2025

National Excellence Scholarship

2016-2017

National Excellence Award

2015

National Excellence Scholarship

2013-2014

WORK EXPERIENCE

international accreditation manager | University of Pécs Faculty of Business and Economics

2018 -

business coach, EMCC accredited EIA Practitioner coach and mentor

2021 -

visiting scholar | University of North Florida, Coggin College of Business, USA

2019

assistant professor | University of Pécs Faculty of Business and Economics Department of Marketing and Tourism

2018 -

secretary | University of Pécs Faculty of Business and Economics Department of Marketing and Tourism

2015-2018

assistant lecturer | University of Pécs Faculty of Business and Economics Department of Marketing and Tourism

2015-2018

mentor

2015 -

project manager | University of Pécs Faculty of Business and Economics

2014-2015

full-time PhD student | University of Pécs Faculty of Business and Economics

2011-2014

international program organizer | University of Pécs Faculty of Health Sciences

2008-2010

customer service officer | Elcoteq Hungary Ltd.

2008

travel agent | Isztria Tours Travel Agency

2007-2008

foreign affairs assistant | Pécs2010 Management Centre (ECoC project)

2006

travel agent | Ikarosz Travel Agency

2005-2006

front desk and sales officer | Hoteli Baška d.o.o., Baška, Horvátország

2005

front desk officer | Bagolyvár Inn

2004-2006

TEACHING EXPERIENCE

Course name	Levele	Language	Course Leader (Y/N)	Own Course Development (Y/N)	Joint Course Development (Y/N)
Work Communication (2022-)	BSc	Hungarian	N	N	Y
Psychology of Communication (2020-)	BSc	Hungarian	Y	N	Y
Catering és behavioral culture (2018-202)	BSc	Hungarian	Y	Y	Y
Gastroculture (2018-2020)	BSc	Hungarian	Y	Y	Y
Fundamentals of Hospitality and Catering (2017)	BSc	Hungarian	Y	Y	Y
International Business (2016-)	BSc	Hungarian	Y	Y	Y
International Business (2016-)	BSc	English	Y	Y	Y
System and Resources of Tourism (2016)	BSc	Hungarian	N	N	Y
Brand Strategy (2014-)	MSc	Hungarian	Y	Y	Y
Marketing (2012-)	BSc	Hungarian	N	N	Y
Tourism Marketing (2012-2016, lecturer)	BSc	Hungarian	N	N	N
Psychology of Commerce (2011-2012, lecturer)	BSc	Hungarian	N	N	N
Place Marketing	BSc	Hungarian	N	N	N

THE WORLD OF PRACTICE (WOP)

Involvement in World of Practice activities organised by the CAL	
Name	Role
iEXPO	expert, mentor
course projects	mentor

Memberships	
Organisation	Role
Savez Hrvata u Mađarskoj	member
Nasi Ljudi Nationality Association	member
Croatian National Government of Kozármisleny	representative
Association for Marketing Education and Research	member
Hungarian Academy of Sciences	member
European Mentoring and Coaching Council, Hungary	member
European Mentoring and Coaching Council, Global	member
Association of Hungarian Coach Organisations	member
UPFBE Quality Management and Student Feedback Committee	member
PTE KTK Internationalisation Committee	member
PTE Internationalisation Committee	member

PUBLICATION HIGHLIGHTS

Bíró Cs., Gerdesics V. | 2022 | MARKETING ÉS MENEDZSMENT. 53 (3) pp. 5-15.

A német szenior utazók tipológiája a Covid-19 járvány időszakában

Gerdesics V., Nagy Á., Csapó J. | 2019 | MARKETING ÉS MENEDZSMENT. 53 (3) pp. 5-15.

VR nyitottság hatása a helyimázs kialakulását befolyásoló tényezőkre

Csóka L., Gerdesics V., Törőcsik M. | 2022 | JOURNAL OF TOURISM CHALLENGES AND TRENDS. (12) pp. 47-66. Sports tourism and sports tourists: The Hungarian characteristics of sports related travels.

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

MTMT: [10025609](#)

ORCID: [0009-0007-6320-2709](#)