



UNIVERSITY OF PÉCS  
Faculty of Business and Economics

# DR. BEATRIX LÁNYI

H-7622 Pécs, Rákóczi Street 80 226 | 72/501-599, ext. 23182 |

**Nationality:** Hungarian

**Date of birth:** 10. 02. 1976

**Sex:** female

**Workplace:** University of Pécs Faculty of Business and Economics (UPFBE),

Department of Marketing and Tourism

**Job position:** associate professor

---

## EDUCATION AND TRAINING

### **Business coach**

2024

University of Pécs Faculty of Business and Economics

### **Habilitation**

2019

University of Pécs Faculty of Business and Economics

### **PhD degree**

2008

University of Pécs Faculty of Business and Economics

### **English-Hungarian business translator**

2001

University of Pécs Faculty of Business and Economics

### **Master of Science (MSc) in Business** (major in marketing)

1999

University of Pécs Faculty of Business and Economics

### **Bachelor of Sciences (BSc) in Business** (major in finance)

1997

Széchenyi István College, Faculty of Economics

---

## LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
German	C1	C1	C1	C1	C1

### Language exams:

English – advanced level, complex general and advanced level, complex business language exam

German – advanced level, complex business language exam

---

## AWARDS AND ACHIEVEMENTS

### Baranya County Innovation Award (2023)

The prize is awarded by the Pécs-Baranyai Chamber of Commerce and Industry, which is voted by registered businesses.

### Ferenc Farkas Memorial Prize, special prize award (2018)

The prize is awarded as a recognition of teaching and mentoring activities with student.

### Teacher of the Year Award (2008)

Awarded annually by the programme leader to the highest-rated teacher in the English-language bachelor's and master's programmes of the Faculty of Business and Economics, based on student feedback.

---

## WORK EXPERIENCE

### associate professor | University of Pécs Faculty of Business and Economics

2019 – present

#### *Responsibilities:*

Program Director of Commerce and Marketing Program (July 2025 - )

Program manager of the PhD Programme of Regional Development (2022- )

Member of the Faculty's Internationalization Committee (2022- )

Member of the Faculty's Scientific Organization and Library Committee (2018- )

Mentor of the CareerSpot (2014- )

Mentor of the Simonyi BEDC Centre for Enterprise Development (2013- )

Marketing Group Director in the Marketing and Tourism Institute (2019-2022)

### assistant professor | University of Pécs Faculty of Business and Economics

2008-2019

### assistant lecturer | University of Pécs Faculty of Business and Economics

2002-2008

## TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
Innovációmarketing és menedzsment (Innovation marketing and management)	PhD	Hungarian	Y	Y	N
Innovation marketing and management	PhD	English	Y	Y	N
Marketingstratégia és -menedzsment (Marketing strategy and management)	MSc	Hungarian	Y	Y	Y
Innovációmarketing (Innovation marketing)	MSc	Hungarian	Y	Y	N
Startup marketing	MSc	Hungarian	Y	Y	N
Kínálati és árstratégiák (Offering and pricing policy)	MSc	Hungarian	Y	Y	N
Globális marketing (Global marketing)	MSc	Hungarian	Y	Y	N
Szolgáltatásmarketing (Services marketing)	MSc	Hungarian	Y	Y	N
Gyógyszertári és gyógyszeripari marketing (Pharmacy and pharmaceutical marketing)	MSc	Hungarian	Y	Y	N
Egészségügyi marketing (Health care marketing)	MSC	Hungarian	Y	Y	Y
Marketing menedzsment (Marketing management)	MSC	Hungarian	Y	Y	Y
Nemzetközi marketing (International marketing)	MSC	Hungarian	Y	Y	N
Árpolitika (Pricing policy)	MSc	Hungarian	Y	Y	Y
Értékvezérelt termékpolitika (Value oriented product policy)	MSc	Hungarian	Y	Y	Y
Strategic marketing	MSc	English	Y	Y	Y
Global marketing	MSc	English	Y	Y	N
New Product policy	MSc	English	Y	Y	N
Kínálatmenedzsment (Offering management)	BSc	Hungarian	Y	Y	N
Marketing	BSc	Hungarian	Y	Y	Y
Turizmusmarketing (Tourism marketing)	BSc	Hungarian	Y	Y	N
Foundation Marketing	BSc	English	Y	Y	N

# THE WORLD OF PRACTICE

Involvement in world of practice activities at the School	
Name	Role
iExpo	mentor
Hackathon	mentor

Corporate projects			
Name	Date	Role	Responsibilities
Hisztopatológia Ltd.	since 2010 continously	Course leader	Company projects in courses
Mevid Plc.	2025	Course Leader	Company projects in courses
Greenstick Ltd.	2024	Course leader	Company projects in courses
Katicatanya	2024	Course Leader	Company projects in courses

Memberships			
Name	Date	Role	Responsibilities
Hungarian Academy of Sciences Committee on Business Administration	2008-	member	Member of the Public Body of the Hungarian Academy of Sciences.
The European Mentoring and Coaching Council (EMCC)	2024-	member	coach, mentor
Association for Marketing Education and Research (EMOK)	1999-	member	member

# RESEARCH INTREST AND PROJECTS

Project Name	Title	Responsibilities
Higher Education Institutional Excellence Programme (FIKP) II Theme 4, "TKP2021-NKTA-19"	"Increasing the role of domestic companies in the re-industrialisation of the nation"	As a member of the Sustainability Research Group we investigate consumers' attitudes and behaviour towards sustainability
SME competitiveness	SME Competitiveness Research Group	Exploring the marketing and online presence dimensions of SMEs' competitiveness

# PUBLICATION HIGHLIGHTS

Lányi Beatrix, Fűrész Diána Ivett | 2024 | Statisztikai Szemle, 102(4), 629-648.

A technológiai innováció hatása a sportteljesítményre

Hornyák Miklós, Kruzslíc Ferenc, Lányi Beatrix | 2023 | Közgazdasági Szemle, 70(5), 517-543.

A kis- és középvállalatok digitális transzformációja – az online jelenlét és a versenyképesség összefüggései

Lányi Beatrix, Hornyák Miklós, Kruzslíc Ferenc | 2021 | Competitiveness Review, 31(3) 477-496.

The effect of online activity on SMEs' competitiveness

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

[Publications in MTMT](#)

[ORCID link](#)