



UNIVERSITY OF PÉCS  
Faculty of Business and Economics

# DR. ROLAND SCHMUCK

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**Nationality:** Hungarian

**Date of birth:** 03.11.1980.

**Sex:** male/female

**Workplace:** University of Pécs Faculty of Business and Economics (UPFBE), Department of Leadership and Organizational Sciences

**Job position:** associate professor

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## EDUCATION AND TRAINING

### Habilitation

2023

University of Pécs Faculty of Business and Economics

### Teaching with Cases

2023

Harvard

### Doctoral Degree (PhD)

2016

University of Pécs Faculty of Business and Economics

### Commercial Shop Manager

2013

National Advocacy Association of Commerce and Hospitality

### Quality Auditor

2008

European Organization for Quality Hungarian National Committee

### Information Security Systems Manager

2007

European Organization for Quality Hungarian National Committee

### Quality Systems Manager

2007

European Organization for Quality Hungarian National Committee

### **Tender Writer and Project Manager**

2004

University of Pécs Faculty of Business and Economics – Europa Tender Writer and Project Management Training

### **Economist (MSc)**

2004

University of Pécs Faculty of Business and Economics

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## **LANGUAGE SKILLS**

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
<b>English</b>	C2	C2	C2	C2	C2
<b>Italian</b>	B2	B2	B2	B2	B2

#### **Language exams:**

English Intermediate (1997) and economic professional (business) intermediate (2002)

Italian economic professional (business) intermediate (2004)

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## **AWARDS AND ACHIEVEMENTS**

### **Teacher of the Year - University of Pécs Faculty of Business and Economics**

Teacher of the year in the English-language Master's program Management & Leadership (2022/2023)

### **Best teacher on the English master program - University of Pécs Faculty of Business and Economics**

In the fall semester of 2013/2014, the best teacher of the English master program with the Strategic Management course based on student feedback (2013/2014)

### **Invited summer university teacher -Kyungpook National University**

Kyungpook National University (South Korea) invited summer lecturer (2013)

### **The most successful South Transdanubia participant - OGIK**

7th National Business Informatics Conference (OGIK), 26-27 November 2010.

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## **WORK EXPERIENCE**

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

2008 – present

Teaching and research.

**quality development director | University of Pécs**

2023-

Coordinating the quality development activities of the University of Pécs and chair of the Quality Development Committee, permanent guest participant of the Senate.

**quality management leader | University of Pécs Faculty of Business and Economics**

2018-

Coordinating the quality management activities of the Faculty and chair of the Faculty Quality Management and Student Feedback Committee.

**councilman | Pécs City Council**

2019-2024

Elected member of the Pécs City Council and chair of the Budgeting and Economic Committee of the City of Pécs.

**senator | University of Pécs**

2017

Elected member of the University of Pécs Senate representing the Faculty of Business and Economics.

**managing director | Geo-Sun Kft**

2011-

Fulfilling the tasks of managing director of the company.

**councilman | Pécs City Council**

2010-2014

Elected member of the Pécs City Council, member of the City Development Committee (2010-2012), member of the Welfare and Sports Committee (2012-2014), leader of the fraction (2014)

**director | Pécsi Vízmű Zrt.**

2009-2010

Strategic decision making as the member of the board of directors.

**managing director | ISZE Integrál Kft**

2009-2019

Managing the University-owned entrepreneurship.

**managing director | Festino Kft**

2006-

Managing the own entrepreneurship.

**PhD student | University of Pécs Faculty of Business and Economics**

2004-2007

PhD research and assisting teaching.

**project manager | Geo-Sun Kft**

2001-2004

Managing company projects.

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## TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
Quality Management	BSS, Msc	English, Hungarian	Y	Y	N
Strategic Management	MSc	English, Hungarian	Y	Y	N
Business Decisions	BSc	Hungarian	Y	Y	N
Change Management	MSc	English	Y	Y	Y
Business Consulting	BSc	English, Hungarian	Y	Y	Y
Business Simulation Workshop	BSc	English, Hungarian	N	N	Y
Management and Leadership	BSc	Hungarian	N	N	Y

## THE WORLD OF PRACTICE

Memberships			
Name	Date	Role	Responsibilities
A Város Jövője Egyesület	2020-	member of the board	managing the association
Hungarian Academy of Sciences	2019-	public body member	participating in events
Pécsi Ércbányász Modellező Klub (Pécs Model Club)	2017-	vice president	financial director

## TEACHING MATERIAL

Schmuck Roland: A minőségirányítás alapjai

Schmuck Roland: Green Decision Game Player's Guide

Schmuck Roland: Strategic Management Game Player's Guide

## RESEARCH INTREST AND PROJECTS

Project Name	Title	Responsibilities
Business Simulations	Research on the positive outcomes of using business simulations in the education	Own research
Small Business Competitiveness	Small business competitiveness research	Member of the research team
Positive Management	EDUC+	Developing and testing a positive management simulation game

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## PUBLICATION HIGHLIGHTS

**Kiss, T., Schmuck, R. | 2020 | Simulation & Gaming**

A Longitudinal Study of the Skills and Attitudes Conveyed by Two Business Simulation Games in Pécs, Hungary

**Schmuck, R., Benke, M. | 2020 | Procedia Manufacturing**

An Overview of Innovation Strategies and the Case of Alibaba

**Schmuck, R. | 2023 | International Journal of Productivity and Quality Management**

Comparison of the use of ICT resources of ISO 9001 certified SMEs and non-certified SMEs in Hungary

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

<https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=authors10015782>

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## FURTHER SKILLS AND COMPETENCIES

Communication skills:

- Presentation and teaching skills acquired during 17 years of lecturing and teaching
- Argumentation and debate skills acquired during 21 years of scientific research and publishing

Organizational and Management skills:

- Chair of the UPFBE Quality Management and Student Feedback Committee (2018-)
- Chair of the UP Quality Development Committee (2023-)
- Chair of the City of Pécs Budgeting and Economic Committee (2019-2024)
- Elected member of the City Council of the City of Pécs (2010-2014 and 2019-2024)
- Member of the City of Pécs Municipal Interest Conciliation Forum (2019-2024)
- Chief organizer of the 3rd Ferenc Farkas International Scientific Conference (2022) and member of the organizing committee of several international conferences

Mentoring:

- Supervisor of three graduated doctoral students
- Evaluation of more than 300 theses/dissertations

International experiences:

- Member of the EDUC+ project in the EDUC cooperation
- Guest lecturer at Kyungpook National University in South Korea (2014) and University of Montana, USA (2017) for one month each
- Stay with Erasmus+ scholarships in Italy, Spain, the Czech Republic and Romania (since 2011)
- Member of the University of Pécs delegation team sent to Nanjing Audit University (2014)
- ISEO Summer School participation, Italy (2016)

Licenses:

- B category driver's license
- International skipper boat driver's license

Sports results:

- Scale model boats F-S category world champion (2024)
- Scale model boats F-S category national champion (2024)
- Scale model boats F4-C category national champion (2022)
- Scale model boats F4-A category national champion (2019)