

PERSONAL INFORMATION

Dr. Péter Németh, PhD

 7632 Pécs (Hungary)

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 Skype nemethpeter87

WORK EXPERIENCE

Sep 2008–Aug 2012

alumni officer

University of Pécs Marketing Department, Pécs (Hungary)

Sep 2012–Feb 2016

market researcher

Dr. Törőcsik Marketing Inspiration Ltd., Pécs (Hungary)

Mar 2016–Dec 2019

assistant lecturer

University of Pécs Faculty of Business and Economics, Pécs (Hungary)

Jan 2020–Present

assistant professor

University of Pécs Faculty of Business and Economics, Pécs (Hungary)

Jul 2019–Present

head

University of Pécs Faculty of Business and Economics the CoRe lab - Consumer Research lab, Pécs (Hungary)

EDUCATION AND TRAINING

2005–2010

economist MSc

University of Pécs Faculty of Business and Economics, Pécs (Hungary)

2010–2019

PhD

University of Pécs, Pécs (Hungary)

PERSONAL SKILLS

Mother tongue(s)

Hungarian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	
	C1				
French	B1	B1	B1	B1	B1
	B1				

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- good communications skills

- teamwork
- creativity

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem-solving
Proficient user	Proficient user	Proficient user	Independent user	Proficient user

Digital skills - Self-assessment grid

ECDL (2005)

Driving licence B

ADDITIONAL INFORMATION

Research areas
 consumer behavior
 retail marketing
 marketing research

Participation in research projects

- TÁMOP-4.2.2.D-15/1/KONV-2015-0009
 Project about e-health development and network research
 research assistant
 2015

- TÁMOP-4.2.3-12/1/KONV-2012-0016 Project about science communication to Generation Z
 research assistant
 2014

- TÁMOP-4.2.2.A-11/1/KONV-2012-0058
 Project about energy sources
 research assistant
 2012-2013

- Participation in more than 40 research projects
 researcher
 2012-

- The development of the website for graduates of University of Pécs
 alumni expert
 2011

- Participation in managing a communication campaign for University of Pécs graduates
 alumni expert
 2010

Conference organizing activity

Member of the organizing committee of the I. International Interdisciplinary Conference on

Consumption which were held in Pécs, Hungary in March 2017

Courses	Marketing Research BSc Hungarian 2013-
	Advanced Marketing Research MSc Hungarian 2015-
	Marketing BSc Hungarian 2016-
	Retail Marketing BSc Hungarian 2016-
	Marketing Research BSc English 2016-
	Management of Commercial Companies BSc Hungarian 2017-
	Introduction to Marketing Business Prep-School English 2017-