



Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **Ákos András Nagy PhD.**
Address(es) 5, Szűk Str., 7624, Pécs, Hungary
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E-mail nagy.akos@ktk.pte.hu
Nationality Hungarian
Date of birth 04. 17. 1984.
Gender Male

Work experience

| | |
|--------------------------------------|--|
| Dates | December 2016 - |
| Occupation or position held | senior lecturer |
| Main activities and responsibilities | teaching, research and consultancy projects |
| Name and address of employer | University of Pécs, Faculty of Business and Economics, 7622 Pécs Rákóczi út 80. |
| Type of business or sector | Education |
| Dates | September 2011 – December 2016 |
| Occupation or position held | assistant professor |
| Main activities and responsibilities | teaching, research and consultancy projects |
| Name and address of employer | University of Pécs, Faculty of Business and Economics, 7622 Pécs Rákóczi út 80. |
| Type of business or sector | Education |
| Dates | September 2008 - September 2011 |
| Occupation or position held | PhD candidate |
| Main activities and responsibilities | teaching, research and consultancy projects |
| Name and address of employer | University of Pécs, Faculty of Business and Economics, 7622 Pécs Rákóczi út 80. |
| Type of business or sector | Education |
| Dates | 2008 - 2010 |
| Occupation or position held | marketing advisor |
| Main activities and responsibilities | Consultancy, preparation of advisory documents, communications and marketing plans |
| Name and address of employer | MarkCon Communications Ltd., 7623 Pécs, Móré Fülöp u. 33. |
| Type of business or sector | IT and Communications |
| Dates | 2007 - 2008 |
| Occupation or position held | marketing advisor trainee |
| Main activities and responsibilities | Consultancy, preparation of advisory documents, communications and marketing plans |

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| Name and address of employer | MarkCon Kommunikációs Kft., 7623 Pécs, Móré Fülöp u. 33. |
| Type of business or sector | IT and Communications |
| Dates | 2005 - 2006 |
| Occupation or position held | trainee |
| Main activities and responsibilities | Consultancy, preparation of advisory documents, communications and marketing plans |
| Name and address of employer | American Corner Pécs, 7626 Pécs, Zsolnay Kulturális Negyed, Building No. 8. |
| Type of business or sector | IT and Communications, Services |
| Dates | January 2005 – November 2005 |
| Occupation or position held | shift leader, trainee |
| Main activities and responsibilities | Organizing and managing the sales process, staff planning, inventory management, financial accounting |
| Name and address of employer | YMCA Internship Program, Dunkin Donuts, Easton, Maryland, USA |
| Type of business or sector | Retailing |
| Education and training | |
| Dates | 2019-2023 |
| Title of qualification awarded | Executive Certificate in Strategy and Innovation |
| Principal subjects/occupational skills covered | Online, social and virtual marketing, XR, customer experience, innovation, online strategy |
| Name and type of organisation providing education and training | MIT Sloan School of Management |
| Level in national or international classification | Executive Certificate |
| Dates | 2008-2016 |
| Title of qualification awarded | PhD. , field: economics, marketing |
| Principal subjects/occupational skills covered | PhD thesis: The value of online customers based on word-of-mouth behaviour |
| Name and type of organisation providing education and training | University of Pécs, Faculty of Business and Economics |
| Level in national or international classification | PhD. |
| Dates | 2002-2008 |
| Title of qualification awarded | economist (Msc) |
| Principal subjects/occupational skills covered | marketing |
| Name and type of organisation providing education and training | University of Pécs, Faculty of Business and Economics |
| Level in national or international classification | Msc |
| Dates | 2006-2009 |
| Title of qualification awarded | Diplom Volkswirt (economist) |
| Principal subjects/occupational skills covered | marketing, service management, business informatics |
| Name and type of organisation providing education and training | FernUniversität in Hagen |
| Level in national or international classification | Msc |

Personal skills and competences

Mother tongue(s) **Hungarian**

Other language(s) **English, German**

Self-assessment

European level ()*

English

German

| | | Understanding | | Speaking | | Writing | |
|--|----|----------------------|---------|--------------------|-------------------|----------------|----|
| | | Listening | Reading | Spoken interaction | Spoken production | | |
| | C1 | | C1 | | B2 | | B2 |
| | C1 | | C1 | | B1 | | B1 |

(*) [Common European Framework of Reference for Languages](#)

Courses taught Advertising and Sales Promotion, Digital marketing strategy

Organisational skills and competences project, team building and management abilities

Computer skills and competences Microsoft Office™ (especially Word™, Excel™, PowerPoint™), SPSS, AMOS, ADANCO, SmartPLS, Adobe Illustrator

List of selected publication

Nagy, Ákos

Marketingkommunikáció – reklám, PR, értékesítésösztönzés

In: Rekettye, Gábor; Törőcsik, Mária; Hetesi, Erzsébet (szerk.) Bevezetés a marketingbe
Budapest, Magyarország : Akadémiai Kiadó (2022) 396 p. Paper:
https://mersz.hu/hivatkozas/m998bam_f12_p1/#m998bam_f12_p1

Nagy, Ákos ; Németh, Péter ; Kemény, Ildikó ; Szűcs, Krisztián

Webrooming és showrooming Magyarországon: Omnichannel vásárlói magatartás a sportcikkpek piacán

VEZETÉSTUDOMÁNY 53 : 7 pp. 79-93.

Nagy Ákos András ; Hornyák Miklós ; Fűrész Diána Ivett ; Erdős Sándor

Úton a körforgásos gazdaság felé : Szisztematikus irodalomlelemzés.

KÖZGAZDASÁGI SZEMLE (0023-4346) : 68 10 pp 1109-1129 (2021)

Gerdesics, Viktória –Nagy, Ákos András – Pavluska, Valéria– Szűcs, Krisztián – Törőcsik, Mária (2013):

Diffusion of renewable energy innovations – innovation-acceptance behaviour of the Hungarian society, *Economists' Forum* Vol. XVI. No. 115. pp. 65-82. (2013/6)

Németh Péter, Nagy Ákos, Szűcs Krisztián, Törőcsik Mária (2013): **Virtual Life of Men. Gender**

Differences in Internet Using Habits and Attitudes, *Economists' Forum* Vol. XVI. No. 115. pp. 134-149. (2013/6)

Ildikó Kemény, Judit Simon, Ákos Nagy and Krisztián Szucs (2016) **Measuring quality perception in electronic commerce: a possible segmentation in the Hungarian market**, *Industrial Management & Data Systems*, 116/9

Nagy Ákos – Kemény Ildikó – Szűcs Krisztián – Simon Judit (2017) **Are opinion leaders more satisfied? - results of a sem model about the relationship between opinion leadership and online customer satisfaction**, *Society and Economics*

Nagy Ákos, Gyuricza Gergely (2014): **Kohézió, csoportelkötelezettség és identitás, mint az eWOM meghatározó tényezői egy márkaspecifikus online közösség esetében** KÖZGAZDÁSZ FÓRUM XVII. évfolyam, 116-117. szám, 2014 február-április, 1-2. p. 77-96.

Nagy Ákos – Kemény Ildikó – Simon Judit – Kiss Viktor (2015): **Az online szájreklám alapjául szolgáló magatartás és az elégedettség kapcsolata**, *Marketing – Menedzsment*, 2015/4. p. 18-35.

Artem Eremin & Akos Nagy (2014): **Advertising results in economic growth – A new methodological perspective**, *Marketing & Menedzsment* 2014/3. p. 47-56.

Nagy Ákos – Szűcs Krisztián - Kemény Ildikó – Simon Judit (2016) **Szűkmarkúak, szószólók, nagyvonalúak, bajnokok? – a magyar online vásárlók ügyfélérték és véleményformáló magatartás szerint szegmentálva**, *Jel-Kép*, 2016/4, p. 33-49.

Akos Nagy – Peter Fodor – Krisztian Szűcs (2011) „**Customer valuation model adaption based on the case of a large public service provider in Hungary**”, in: *Marketing from information to decision, 4th edition*, Cluj- napoca, Romania, 28-29 October 2011

Akos Nagy – Peter Fodor – Krisztian Szűcs (2012) „**Model Development for Customer Valuation Methodology in Case of a Large Public Service Provider In Hungary**”, in: *Válságkezelés a tudomány eszközeivel - Erdei Ferenc VI. Tudományos Konferencia*, Kecskemét, 2011. augusztus 25-26., pp. 162-166.(ISBN:978-615-5192-01-2. a III. kötet), 2012

Nagy Ákos – Putzer Petra – Gerdesics Viktória (2013): **Enrolment Challenges in Hungarian Higher Education Marketing - A Case of a Business and Economics Faculty** In: *International Conference Interdisciplinary Management Research IX. Opatija, Horvátország*, 2013.05.10-2013.05.12. Kiadvány: The Josip Juraj Strossmayer University of Osijek, Faculty of Economics, 2013. pp. 629-638. (ISBN:978-953-253-117-6)

Nagy, Ákos András – Putzer, Petra – Németh, Péter – Törőcsik, Mária (2013): **Social media activity clusters in Hungary – a potential segmentation to change Hungarian energy consumption**

attitudes and behavior. 2nd Multidisciplinary Academic Conference in Prague 2013 (MAC-EMM 2013)
ISBN 978-80-905442-2-2, 8090544223

Nagy Ákos – Kemény Ildikó – Szűcs Krisztián – Simon Judit (2014): **The relationship between online opinion seeking and customer satisfaction with online stores in Hungary**, M-SPHERE Conference, 2014. Zadar, 02-04 October 2014, *Tanulmánykötet* (ISBN 978-953-7930-06-6.) pp. 166-177. old.
Elérhető: <http://www.m-sphere.com.hr/book-of-papers-2014>

Kemény, Ildikó – Simon, Judit – Nagy Ákos – Szűcs, Krisztián (2015): **Consumer satisfaction and word-of-mouth in Electronic Commerce: a possible segmentation method.** In: *2nd International Symposium on Partial Least Squares Path Modeling - The Conference for PLS Users.*, 16 June 2015 - 19 June 2015, Seville, Spain .

Nagy Ákos – Kemény Ildikó – Szűcs Krisztián – Simon Judit (2016) **The Relationship of Online Word-of-Mouth Behaviour to Customer Satisfaction** EMAC Regional conference, Sarajevo, 2016