



Europass Curriculum Vitae

Personal information



First name(s) / Surname(s) **Dr. Krisztián SZÚCS, Ph.D.**
Address(es) 20 Vilmos str. H-7625 Pécs, Hungary
Telephone(s) +36 72 50 15 99 ext. 23115
E-mail szucsk@ktk.pte.hu
Nationality Hungarian
Date of birth 05/23/1975
Gender male

Work experience

| | |
|--------------------------------------|--|
| Dates | 2022- |
| Occupation or position held | Head of Department |
| Main activities and responsibilities | Managing and developing the performance of the Marketing & Tourism Department |
| Name and address of employer | University of Pécs, Faculty of Business and Economics, Pécs Hungary |
| Type of business or sector | Higher Education |
| Dates | 2015-2022 |
| Occupation or position held | Vice Dean General |
| Main activities and responsibilities | General Deputy to the Dean Special focus on Strategic Developments and Internationalization of our School |
| Name and address of employer | University of Pécs, Faculty of Business and Economics, Pécs Hungary |
| Type of business or sector | Higher Education |
| Dates | 2011-2015 |
| Occupation or position held | Vice Dean |
| Main activities and responsibilities | New Business Development, Marketing |
| Name and address of employer | University of Pécs, Faculty of Business and Economics, Pécs Hungary |
| Type of business or sector | Higher Education |
| Dates | 2009-2011 |
| Occupation or position held | Director |
| Main activities and responsibilities | Networking |
| Name and address of employer | University of Pécs, Faculty of Business and Economics, Pécs Hungary |
| Type of business or sector | Higher Education |
| Dates | 2022- |
| Occupation or position held | Adjunct Professor |
| Main activities and responsibilities | Lecturer in Marketing & Brand Strategy, Marketing Research |
| Name and address of employer | Woxsen University, School of Business, Hyderabad India |
| Type of business or sector | Higher Education |

Dates 2022-
Occupation or position held **Visiting Scholar**
Main activities and responsibilities Lecturer and Researcher in Marketing
Name and address of employer University of Zagreb, Faculty of Economics and Business, Zagreb | Croatia
Type of business or sector Higher Education

Dates 2018-
Occupation or position held **Associate Professor**
Main activities and responsibilities Lecturer in Marketing Research, Consumer Behaviour, Marketing Strategy
Name and address of employer University of Pécs, Faculty of Business and Economics, Pécs | Hungary
Type of business or sector Higher Education

Dates 2008-2018
Occupation or position held Assistant Professor
Main activities and responsibilities Lecturer in Marketing, Marketing Research, Brand Strategy
Name and address of employer University of Pécs, Faculty of Business and Economics, Pécs | Hungary
Type of business or sector Higher Education

Dates 2002-2008
Occupation or position held Assistant Lecturer
Main activities and responsibilities Lecturer in Marketing, Marketing Research
Name and address of employer University of Pécs, Faculty of Business and Economics, Pécs | Hungary
Type of business or sector Higher Education

Professional experiences

Dates 2015-
Occupation or position held **Head of Research, Co-Owner**
Main activities and responsibilities Brand strategy, Key Account Management
Name and address of employer Y-Shift Ltd (www.y-shift.com)
Type of business or sector Online Marketing

Dates 2003-2015
Occupation or position held Research Director, Co-Owner
Main activities and responsibilities Designing & executing marketing research projects
Name and address of employer Zalay&Partner Ltd. (www.zepnet.hu)
Type of business or sector Consumer Research

Dates 1996-2008
Occupation or position held Researcher
Main activities and responsibilities Managing marketing research projects
Name and address of employer Dr. Töröcsik Ltd.
Type of business or sector Consulting

Education and training

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|--|--|
| Dates | 2018 |
| Title of qualification awarded | Habilitation |
| Principal subjects | Marketing Consumer Behaviour |
| Name and type of organisation providing education and training | University of Pécs, Faculty of Business & Economics, Pécs Hungary |
| Dates | 2008 |
| Title of qualification awarded | PhD |
| Principal subjects | Marketing (Consumer Segmentation) |
| Name and type of organisation providing education and training | University of Pécs, Doctoral School of Business Administration, Pécs Hungary |
| Dates | 1999 |
| Title of qualification awarded | MSc |
| Principal subjects | Marketing |
| Name and type of organisation providing education and training | University of Pécs, Faculty of Business & Economics, Pécs Hungary |

International Experiences

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|-------------------------|--|
| Teaching | Croatia, Denmark |
| Research | Canada, The Netherlands, UK, USA |
| Partnership Development | Belgium, Canada, France, The Netherlands, USA |
| Accreditation | EFMD Programme Accreditation 2020 for UP FBE, online PRVs 2020, 2021, 2022 Module and Curriculum Reviewer at HAN University, Arnhem The Netherlands Member of the International Advisory Board at the Woxsen University, Hyderabad India |

Personal skills and competences

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| Mother tongue(s) | Hungarian | | | | |
| Other language(s) | English, German | | | | |
| Self-assessment | Understanding | | Speaking | | Writing |
| <i>European level (*)</i> | Listening | Reading | Spoken interaction | Spoken production | |
| English | C1 | C1 | C1 | C1 | C1 |
| German | A2 | A2 | A1 | A1 | A1 |

(*) [Common European Framework of Reference for Languages](https://www.cerl.eu/)

Courses taught Advanced Marketing Research, Consumer Behaviour, Marketing Strategy

Organisational skills and competences leadership, project management

Computer skills MS Office, SPSS

List of selected publication See here: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10013342>