



Europass Curriculum Vitae



Personal information

First name(s) / Surname(s) **Krisztián SZÚCS, Ph.D.**
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Nationality Hungarian
Date of birth 05/23/1975
Gender male

Work experience

Dates	2015-
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
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
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
Type of business or sector	Higher Education
Dates	2018-
Occupation or position held	Associate Professor
Main activities and responsibilities	Lecturer in Marketing
Name and address of employer	University of Pécs, Faculty of Business and Economics
Type of business or sector	Higher Education

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

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

Professional experiences

Dates	2003-
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	Consulting

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	Consulting

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

Dates	2018
Title of qualification awarded	Habilitation
Principal subjects/occupational skills covered	Marketing
Name and type of organisation providing education and training	University of Pécs, Faculty of Business and Economics

Dates	2008
Title of qualification awarded	PhD
Principal subjects/occupational skills covered	Marketing
Name and type of organisation providing education and training	University of Pécs, Doctoral School of Business Administration

Dates	1999
Title of qualification awarded	MSc
Principal subjects/occupational skills covered	Marketing
Name and type of organisation providing education and training	University of Pécs, Doctoral School of Business Administration

International Experiences

Teaching	Croatia, Denmark
Research	Canada, The Netherlands, UK, USA
Partnership Development	Belgium, Canada, France, The Netherlands, USA

Personal skills and competences

Mother tongue(s) **Hungarian**

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

Self-assessment <i>European level (*)</i>	Understanding		Speaking		Writing
	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](#)

Courses taught Marketing Research, Branding Strategy, Marketing Strategy

Organisational skills and competences leadership, project management

Computer skills and competences MS Office, SPSS

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