



UNIVERSITY OF PÉCS
Faculty of Business and Economics

DR. BENCE VERECKEI-POÓR

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Nationality: Hungarian

Date of birth: 09.11.1992

Sex: male

Workplace: University of Pécs (UP), Faculty of Business and Economics (FBE), Institute of Marketing and Tourism,
the CoRe lab Consumer Behaviour Research Centre

Job position: assistant lecturer, director (the CoRe lab)

EDUCATION AND TRAINING

PhD degree

2026

University of Pécs Faculty of Business and Economics Doctoral School of Business and Administration

Master's degree in Marketing

2021

University of Pécs Faculty of Business and Economics

Master's Degree in Communication and Media Studies

2019

University of Pécs Faculty of Humanities and Social Sciences

Bachelor's Degree in Communication and Media Studies

2017

University of Pécs Faculty of Humanities and Social Sciences

JOB POSITIONS

Assistant lecturer | University of Pécs Faculty of Business and Economics Institute of Marketing and Tourism
2026 – present

Director | University of Pécs Faculty of Business and Economics the CoRe lab Consumer Behaviour Research Centre
2026 – present

Researcher | University of Pécs Faculty of Business and Economics the CoRe lab Consumer Behaviour Research Centre
2022 – present

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
French	B2	B2	B2	B2	B2

Language exams:

English complex general language exam on C1 level

French complex general language exam on B2 level

TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development (Y/N)	Joint course development (Y/N)
Értékesítésmenedzsment	BSc	Hungarian	N	N	Y
Fogyasztói társadalom környezete	BSc	Hungarian	N	N	Y
KKV marketing esettanulmányok seminar	BSc	Hungarian	N	N	Y
Marketing	BSc	Hungarian	N	N	Y
Marketingkommunikáció és média	BSc	Hungarian	N	N	Y
Munkakommunikáció	BSc	Hungarian	N	N	Y
Nemzetközi üzlet seminar	BSc	Hungarian	N	N	Y
Fenntarthatóság és felelősség	MSc	Hungarian	N	N	Y
Introduction to marketing	Preschool	English	N	N	Y
Introduction to marketing seminar	BAM	English	N	N	Y
Global marketing	MSc	English	N	N	Y

PUBLICATION HIGHLIGHTS

Vereckei-Poór, B., Ujházi, T. | 2026 | International Journal of Strategic Management and Decision Support System in Strategic Management

Identifying segments of consumers willing to buy an electric car using Choice Based Conjoint method.

Vereckei-Poór, B. | 2025 | TÉR – GAZDASÁG – EMBER

Elektromos autózás időbeni megítélése: a magyar lakosság elektromos autózással és elektromos autót használókkal kapcsolatos attitűdjének változása 2022 és 2024 között

Benics, K., Béla-Csovcsics, A., Táskai, O., Vereckei-Poór, B. | 2024 | MARKETING & MENEDZSMENT

Fenntarthatóság és a kínai elektromos autómárkák percepciója Magyarországon – Gépi tanulási módszerek alkalmazása

Vereckei-Poór, B., Törőcsik, M. | 2023 | MARKETING & MENEDZSMENT

Az elektromos autózás fogyasztói megítélése, dilemmái

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

[Publications in MTMT](#)