

## PERSONAL INFORMATION

## Dr. Eszter Jakopánecz



📍 Pécs

✉ jakopanez@ktk.pte.hu

## WORK EXPERIENCE

08/2018–Present

**Senior Lecturer**

University of Pécs Faculty of Business and Economics

Lecturing, research

Managing Editor of The Hungarian Journal of Marketing and Management

2016–2018

**Managing Editor**

Evangélium365 Kiadó Kft.

[www.evangelium365.hu](http://www.evangelium365.hu)

editorial tasks, webshop development, marketing and financial tasks

2009–2016

**Reserach Assistant, Researcher**

Trendinspiráció Műhely

[www.trendinspiracio.hu](http://www.trendinspiracio.hu)

Desk research, quantitative, qualitative and trend research methods

2005–2006

**Study Advisor**

Office of Career Services, University of Pécs Faculty of Business and Economics

Career and study advising, conducting internships

## EDUCATION AND TRAINING

2017

**Certified Public Accountant**

Perfekt Training Center

2009–2016

**PhD**

PhD Program of Business Administration, University of Pécs Faculty of Business and Economics

Dissertation: Conusmer resistance

Supervisor: Dr. Mária Törőcsik

2007–2008

**Erasmus scholarship**

University of Bayreuth, Faculty of Low, Business &amp; Economics

Visit courses in 2 semesters in German (Marketing, Preis- and Product Marketing, Service Management, Brand Leadership)

Library research work

2003–2008

**Economist (MSc)**

University of Pécs Faculty of Business and Economics

Thesis: The unpredictable consumer

Supervisor: Dr. Krisztián Szűcs

PERSONAL SKILLS

Mother tongue(s) Hungarian

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
German	B2	B2	B2	B2	B2
English	B2	B2	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

Driving licence B

ADDITIONAL INFORMATION

Research projects (Researcher)

EFOP-3.6.1-16-2016-00004, 2016  
Consumer behavior of generations  
Project leader: Dr. Mária Törőcsik

TÁMOP 4.2.2D-15/1/KONV, 2015  
Encourage e-health enhancements  
Project leader: Prof. Dr. Márta Wilhelm

TÁMOP-4.2.3-12/1/KONV-2012-0016, 2015  
Science communication for the generation Z  
Projektvezető: Dr. Mária Törőcsik

TÁMOP-4.2.2.A-11/1/KONV-2012-0058, 2013-2014  
Energy consumption  
Project leader: Dr. László Szerb László

Scientific award

The best PhD Dissertation, 2016  
Hungarian Academy of Sciences Regional Committee in Pécs