



GÁBOR REKETTVE
PROFESSOR EMERITUS

PLACE AND DATE OF BIRTH Villány (Hungary), 12.07.1944

MARITAL STATUS Married, two sons

AREA OF RESEARCH Product and pricing policy
International Marketing
Japanese economy and management

EDUCATION MSc - Budapest Karl Marx University of Economics, 1967
Majoring in Foreign Trade
General Management Program: Harvard Business School, 1992
Marketing Program for Teachers of Central and Eastern Europe: Northwestern University Kellogg Graduate School of Management, 1993

DEGREES University doctor: Budapest University of Economics, 1972
PhD: Hungarian Academy of Sciences, Budapest, 1984
Dr. Habil., Janus Pannonius University, Pécs, 1994
Doctor of HAS (The Hungarian Academy of sciences), 2003

LANGUAGES Hungarian, English, German, Russian

WORKING EXPERIENCE Sales Manager: Hunor Leather Glove Factory (1967-1973)
Vice President: Tannimpex Foreign Trade Company, Budapest (1978-1984)
Commercial Counsellor, Head of the Hungarian Trade Representation in TOKYO (1984-1989)

TEACHING EXPERIENCE Associated professor: University of Pécs (1973-1978)
Professor: Janus Pannonius University (1989- 1994)
Full Professor: University of Pécs (1995-2013)
Honorary Professor, University of Szeged (2014-)
Professor Emeritus: University of Pécs (2013-)

MAJOR AWARDS, RECOGNITIONS, PRIZES Academy Prize: Sales Policy of Manufacturing Companies (Hungarian Academy of Sciences), 1977
Award for Outstanding Work: Minister of Foreign Trade, 1983
Best Marketing Article, 1997
Case Study Competition: first prize (SEEMAN, Prague, 1997, Indiana, 1999)
Most Outstanding Intellectual Achievement of the Year at PU: The Significance of the Last Decade, 2001
Best Scientific Book in the field of Economics and Law (HAS – 2009)
Hungarian Order of Merit Officer Cross (received from the President of Hungary in 2013)
Best Marketing Article, 2013
Best Marketing Book, 2015
Best Marketing Article 2016

PUBLICATIONS Number of scientific publications: 328, (19 books, 54 book chapters, 80 journal articles) Hirsch Index: 18.

VISITING PROFESSORSHIPS Finland, England, United States, Poland, The Netherlands, and France

SCIENTIFIC MEMBERSHIPS Hungarian Academy of Sciences: Marketing Committee, Pécs Committee
Decision Science Institute, Hungarian Marketing Association

OTHER Chairman: Hungary-Japan Economic Club (1989-2001)
Chairman: Alps-Adriatic Working Community, Economy and Technology (2002-2004)
Chairman of the Marketing Committee in HAS (2005-2014)
Chairman: Editorial Board of the Hungarian Journal of Marketing and Management (1995 -)
Member: Editorial Board of Organizacija (Journal of Management and Informatics, Slovenia) (2008 -)
Member: Editorial Board of the International Journal of Benchmarking (London) (2000 -)