

PERSONAL INFORMATION

Béla Orosdy , Ph.D.

 (Hungary)

 orosdy@ktk.pte.hu

WORK EXPERIENCE

2017–Present

honorary associate professor

University of Pécs Faculty of Business and Economics, Pécs (Hungary)

teaching, research, publication activities

Main teaching areas include marketing communication, political marketing, marketing in general

1994–2012

associate professor

University of Pécs Faculty of Business and Economics, Pécs (Hungary)

1975–1994

senior lecturer

University of Pécs Faculty of Business and Economics

1972–1975

assistant lecturer

Marx Károly University of Economics

EDUCATION AND TRAINING

1994

candidate of sciences

1971

Ph. D.

Marx Károly University of Economics

1966–1970

economist

Marx Károly University of Economics

1962–1966

graduation

Szt. (I.) István grammar school

PERSONAL SKILLS

Mother tongue(s)

Hungarian

Other language(s)

English

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	
A2	A2			

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
Common European Framework of Reference for Languages

Communication skills

- good communication and presentation skills,
- many years of teaching experience

Organisational / managerial skills

- leadership, project and group presentation skills

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Independent user	Independent user	Independent user	Independent user	Independent user

Digital skills - Self-assessment grid

- MS word, excel, powerpoint

ADDITIONAL INFORMATION

Research areas

- the macro and microeconomic historical aspects of the development of the market and marketing (he defended his candidate's dissertation in 1994)
- marketing psychology
- design of marketing communication (advertising, PR and visual)
- political marketing

Memberships

1998 - MTA Marketing Science Committee

1978 - OTDK consultant

Publications

About 120 articles, 45 conferences and five specialized books (partly with co-authors), and four university and college books (co-authors).

Some selected:

A "negyedik P" - Marketing k Menedzsment XXXII. 1999/2. 47-52 p.

Marketing a belső munkaerőpiacon - Mi lesz veled, belső PR? (Társszerző: Dr. László Gyula) - CEO (Chief Executive Officer) IV. évf. 2003/5. 8-13 p.

Orosdy Béla - Mane Medić - Mladen Pancic (2008): Promocija – pojam i polemike Marketing in a Knowledge Based Society – Ekonomski Fakultet Sveučilišta u Rijeci / CROMAR - Hrvatska Zajednica Udruga za Marketing, Rijeka, 2008. 195-208 pp. A konferenciakötetet szerkesztette: Prof. Dr. Bruno Grbac és Prof. Dr. Marcel Meler

Az ökomarketing három szintje - Marketing k Menedzsment XL. 2006/5-6. 19-25 p.

A politikai marketing rendszere - Marketing k Menedzsment XLI. 2007/4-5. 15-23 p.

Értelmezhető-e a marketingcsatoma-politika a politikai gyakorlatban (Társszerző: Gergely Gyöngyi) - Marketing k Menedzsment XL. 2006/5-6. 33-39 p.

Political marketing management (Társszerző: Prof. dr. sc. Mane Medić) – In: Interdisciplinary management research II, The J.J. Strossmayer University of Osijek – Pforzheim University of Applied Sciences, Ekonomski Fakultet u Osijeku, Osijek, 2006. 399-413 pp.

Orosdy Béla (2010): Politikai marketing, árpolitika, korrupció, *Marketing & Menedzsment*, XLIV 4, 4-10. o.

Koordináció, piac, marketing (A marketing makroökonómiai helye és mikro-ökonómiai szerepe). Pécs, JPTE Közgazdaságtudományi Kar. 1995. 198 p.

A marketing alapjai (Társszerzők: Rekettye Gábor – Törőcsik Mária – Gyarmaatiné Bányai Edit – Pavluska Valéria – Fojtik János – Lányi Beatrix – Schäfferné Dudás Katalin – Szűcs Krisztián; Szerk.: Pavluska Valéria és Fojtik János) PTE KTK, Pécs, 2009. pp.