

## PERSONAL INFORMATION



## Valéria Pavluska

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Sex female | Date of birth 04/07/1955 | Nationality Hungarian

## WORK EXPERIENCE

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- 2016– senior associate professor  
University of Pécs (Hungary)  
Faculty of Business and Economics Institute of Marketing and Tourism  
Courses: Marketing management, Non-business management and marketing, Responsible Consumption, Marketing in fashion industry, Psychology of Commerce  
▪ education, research
- 2008–2015 associate professor  
University of Pécs (Hungary)  
Faculty of Business and Economics Institute of Marketing and Tourism  
▪ education, research
- 2006–2008 associate professor  
University of Pécs (Hungary)  
Faculty of Adult Education and Human Resources Development and its predecessors  
▪ education, research
- 1994–2006 assistant professor; vice director (1997–2003)  
University of Pécs (Hungary)  
Faculty of Adult Education and Human Resources Development and its predecessors  
▪ education, research, institutional management
- 1977–1994 professional consultant in economics; head of department (1984-1994)  
Janus Pannonius University (Pécs, Hungary) and its predecessors  
Central Library  
▪ professional consultancy, institutional management
- 2012– visiting professor  
Sapientia Hungarian University of Transylvania  
▪ education
- 2008–2010 committee member  
National Committee of Vocational and Adult Education  
▪ expertise
- 2002–2007 part time lecturer  
University of Pécs Faculty of Humanities  
▪ education
- 1999–2003 president  
Program and Exam Committee of the Institute of Public Education Management  
▪ institutional management
- 1998– lecturer

University of Szeged Public Education Management School  
 ▪ education

**EDUCATION AND TRAINING**

- 2016 habilitation  
University of Pécs (Hungary)  
Faculty of Business and Economics
- 1994-2006 PhD  
University of Pécs (Hungary)  
Faculty of Business and Economics Doctoral School of Business Administration
- 1988 university doctoral degree  
Janus Pannonius University (Pécs, Hungary)  
Faculty of Business and Economics
- 1982-1986 postgraduate diploma in economics  
Karl Marx University of Economics (Budapest, Hungary)  
▪ economics, business, marketing
- 1973-1977 Master degree in economics  
University of Pécs Faculty of Business and Economics  
▪ economics, business, marketing

**PERSONAL SKILLS**

Mother tongue(s) Hungarian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C2	C2	C2
State exam. High.					
Russian	A2	A2	A2	A2	A2
German	A2	A2			
Italian	A2	A2			

Levels: A1/A2: Basic user - B1/B2: Independent user - C1/C2 Proficient user  
[Common European Framework of Reference for Languages](#)

Communication skills Good communication skills gained through my experience as lecturer, head of department, vice director, leader of different European and national projects

Organisational / managerial skills Skills were acquired by:  
 ▪ management of own company  
 ▪ heading of department  
 ▪ acting as vice director  
 ▪ leadership of different European and national projects

Digital skills Independent user of Mac OS X and Microsoft Office

Driving licence driving licence category: B

**ADDITIONAL INFORMATION**

<p>Projects</p>	<ul style="list-style-type: none"> <li>▪ EFOP 3.4.3. - 16-2016-0005 – Institutional development in higher education. Internationalization (2017–)</li> <li>▪ EFOP-3.6.1-16-2016-00004 – Research on generations (2017–)</li> <li>▪ TÁMOP-4.2.2.D-15/1/KONV-2015-0009 – E-health development and the social acceptance (2015)</li> <li>▪ TÁMOP 4.1.1.C-12/1/KONV-2012-0019 – Development of institutional services at UoP (2014–2015)</li> <li>▪ TÁMOP-4.1.1.C-12/1/KONV-2012-0010 – Networks in educational cooperation (2013-2014)</li> <li>▪ European Commission DG SANCO – Consumer Classroom (Dolceta 2.0) Online Consumer Education (2012-2014)</li> <li>▪ TÁMOP-4.2.2.A-11/1/KONV-2012-0058 – Energy resources and their social acceptance (2012-2014)</li> <li>▪ European Commission 142183-LLP-1-2008-1-HU-GRUNDTVIG-GMP COMPUTERIA – Intergenerational learning (2009-2010)</li> <li>▪ ROP 3.2.2 – Development of Somberek Caritas Centre (2007)</li> <li>▪ Nonprofit Educational Workshop Program – Curricula development for higher education (2006–2009)</li> <li>▪ European Commission Socrates Grundtvig 1 ADD-LIFE! – ADDing quality to LIFE through inter-generational learning via universities (2006–2008)</li> <li>▪ European Commission DOLCETA – Developing Online Consumer Education Training for Adults (2005-2011)</li> <li>▪ European Commission Framework 5 RE-ETGACE – Reviewing Education and Training for Governance and Active Citizenship in Europe - A Central and Eastern European Perspective (2003-2004)</li> <li>▪ Charles Stewart Mott Foundation and Nonprofit Research Group Association – Practice and research (2002)</li> <li>▪ Civil Society, non-profit organizations – Program development for higher education (2001-2005)</li> <li>▪ Ministry of National Cultural Heritage – Development of Reference Marketing Plan for the Baranya County Museum Directorate (2001)</li> <li>▪ "Dutch-Hungarian Public Education Leadership Program – Development of "Public education leader" curricula (1994–1997)</li> </ul>
<p>Scholarship</p>	<ul style="list-style-type: none"> <li>▪ Erasmus – HAN University of Applied Sciences Arnhem Business School (2015)</li> <li>▪ Grundtvig – Hochschule Zittau/Görlitz (2009)</li> <li>▪ TEMPUS – L'Università Commerciale Luigi Bocconi, Milano (1997)</li> <li>▪ Matra project – Universiteit van Amsterdam Faculteit der Pedagogische en Onderwijskundige Wetenschappen (1995)</li> </ul>
<p>Memberships</p>	<ul style="list-style-type: none"> <li>▪ Hungarian Academy of Sciences Committee for Business Administration Subcommittee on Marketing (2009– )</li> <li>▪ EUCEN (European University Continuing Education Network), steering committee member (2008–2012 and 2000–2004)</li> <li>▪ EUCEN (European University Continuing Education Network), secretary general (2008–2010 and 2002–2004)</li> <li>▪ National Committee of Vocational and Adult Education (2008–2010)</li> <li>▪ Central–Eastern European Cultural Observatory Foundation, head of the board (2000-)</li> <li>▪ Institute of Public Education Management, head of the Program and Exam Committee (1999-2003)</li> <li>▪ Association of Educators' House, board member (1998-)</li> </ul>

Selected Publications	<ul style="list-style-type: none"> <li>▪ Comprehensive patterns of culture consumption in Hungary. (How do Hungarians consume culture?) <i>Marketing &amp; Management</i> 50. 2016. 3-4. 142-158.</li> <li>▪ <i>A Pécsi Tudományegyetemen tanuló külföldi hallgatók egyetemi és városi szolgáltatásokkal kapcsolatos véleményének vizsgálata 2016.</i> Kutatást összefoglaló tanulmány. Társ szerző: Pál E. Pécsi Tudományegyetem. Pécs, 2016. 119 p.</li> <li>▪ <i>Kultúramarketing.</i> Elméleti alapok, gyakorlati megfontolások. Akadémiai Kiadó. Budapest, 2014. 449 p. ISBN 978 963 05 9529 2</li> <li>▪ A kulturális termék fogalma. In: Fojtik J. (szerk): <i>Elméleti igényességgel – a gyakorlat igényei szerint... Tanulmányok Rekettye Gábor 70. születésnapjára.</i> Pécsi Tudományegyetem Közgazdaságtudományi Kar. Pécs, 2014. 301-321. ISBN: 978-615-5457-26-5</li> <li>▪ A fogyasztói oktatás napjainkban. <i>Fogyasztóvédelmi Szemle.</i> 2011. 5. 2. 59-68.</li> <li>▪ A marketingfolyamatok színtere – a piac. In: Fojtik J.–Pavluska V. (szerk): <i>A marketing alapjai.</i> Pécsi Tudományegyetem Közgazdaságtudományi Kar, Pécs, 2009. 62-82.</li> <li>▪ Marketing és PR. In: Arapovics M.–Brüll E. (szerk.): <i>Nonprofit menedzser tananyag. VI. fejezet.</i> Közösségfejlesztők Egyesülete – Nonprofit Képzési Műhely, Budapest, 2009. 51 p.</li> <li>▪ A nonprofit szervezetek strukturális-működési jellemzői. In: Arapovics M.–Brüll E. (szerk.): <i>Közösségi-civil szervező tananyag. I. fejezet Civil társadalom – civil nonprofit szervezetek.</i> Közösségfejlesztők Egyesülete – Nonprofit Képzési Műhely, Budapest, 2009. 26-48.</li> <li>▪ How to design assessment methods for inter-generational learners. In: Waxenegger A. (ed.): <i>The Add-Life European Tool Kit for Developing Inter-generational Learning in Higher Education.</i> Module 10. University of Graz, Graz, 2009. <a href="http://add-life.uni-graz.at/cms/files/EN_SHEETSinclCOVER_ADTK_WEB080905.pdf">http://add-life.uni-graz.at/cms/files/EN_SHEETSinclCOVER_ADTK_WEB080905.pdf</a></li> <li>▪ Teljesítménymérés és teljesítményértékelés a nonprofit szervezetekben. <i>Tudásmenedzsment.</i> 7. 2006. 1. 24-36. p.</li> <li>▪ A látogatóbarát múzeum: Marketingszemlélet és marketing tevékenységek a múzeumi szférában. Társ szerző: Kuráth G. <i>Marketing és menedzsment.</i> 36. 2002. 4. 68-78.</li> <li>▪ <i>A sikeres iskola titka: iskolamarketing.</i> Veszprém megyei Pedagógia Intézet. Veszprém, 2000. 15 p. (Minőségfejlesztő közoktatás Veszprém megyében 7.)</li> <li>▪ <i>A nonprofit szektor.</i> Egyetemi tankönyv. Janus Pannonius Tudományegyetem FEEFI. Pécs, 1999. 217 p.</li> </ul>
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## ANNEXES