

PERSONAL INFORMATION

Mária Törőcsik



 7625 Pécs (Hungary)

 torocsik@ktk.pte.hu

Sex Female | Date of birth 1953

WORK EXPERIENCE

1998–Present

professor

Janus Pannonius University of Pécs, University of Pécs, Pécs (Hungary)

Active in education since 1975, also as a guest lecturer at several domestic and foreign universities. Conducting several research projects, also EU- and government-funded projects (OTKA, TÁMOP, EFOP). Marketing vice-rector of the university for two years.

Courses: Consumer behavior, Self-marketing, Marketing.

1991–1998

associate professor

Janus Pannonius University of Pécs, Pécs (Hungary)

1980–1991

senior lecturer

Janus Pannonius University of Pécs, Pécs (Hungary)

1977–1980

assistant lecturer

Janus Pannonius University of Pécs, Pécs (Hungary)

EDUCATION AND TRAINING

1997

teacher with habilitation

1990

candidate of sciences

Hungarian Academy of Sciences

1977

PhD

University of Pécs, Pécs (Hungary)

1975

MSc degree in economics

University of Pécs, Pécs (Hungary)

PERSONAL SKILLS

Mother tongue(s)

Hungarian

Other language(s)

UNDERSTANDING		SPEAKING		WRITING
Listening	Reading	Spoken interaction	Spoken production	

German	C2	C2	C2	C2	C2
Serbian-Croatian	B2	B2	B2	B2	B2
Russian	A2	A2	A2	A2	A2
English	A2	A2	A2	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

Organisational / managerial skills Management of own company.
Management of a large organization as vice-rector.
Management of research projects.

Digital skills High-level knowledge of MS Office tools

ADDITIONAL INFORMATION

OTKA Research Projects 2002-2004
project leader
Research about the consumer behavior of minorities in Hungary
OTKA T 37812

1999-2001
project leader
Consumer behavior in the 1990s
OTKA T-18543

Research projects 2015
research project leader
Research about e-health and m-health developments and the social acceptance

2013-2015
subproject leader
TÁMOP-4.1.1.C-12/1/KONV-2012-0010
Research about networks in educational cooperations

2012-2014
subproject leader
TÁMOP 4.2.2.
Research about energy sources

2013-2014
project leader
TÁMOP-4.2.3-12/1/KONV-2012-0016
Research about Generation Z

Scientific, professional and public 2011- 2017

life activities	president University of Pécs Faculty of Business and Economics Scientific Student Conference
	2010- 2017 member University of Pécs Faculty of Business and Economics Accreditation Committee
	2008- editorial board member Marketing & Menedzsment - The Hungarian Journal of Marketing and Management
	2004 member Academic Committee of Pécs
	2004 member Hungarian Academy of Sciences, Committee for Business Administration, Subcommittee on Marketing
Study tours	2002 (one month) Karl-Franzens Universität Graz
	1999 (two weeks) Copenhagen Business School
	1998 (three months) Universität Wien Fakultät für Wirtschaftswissenschaften
	1996 (three months) Karl-Franzens Universität Graz
	1995 (two weeks) Ludwig-Maximilians-Universität München, Universität Passau
	1993 (two weeks) Universität Augsburg, Georg-August Universität Göttingen
	1992 (three months) Universität Bayreuth
	1990 (one month) Universität Münster
	1989 (three weeks) Freie Universität Berlin

1982, 1985 (two weeks)
Friedrich-Schiller Universität Jena

1980 (three months)
University of Zagreb