




## BUSINESS ADMINISTRATION AND MANAGEMENT (BAM) BSC AND MARKETING MSC

### STAFF MEMBERS OF THE EDUTUS UNIVERSITY

#### LECTURERS:

	<p><b>László Vigh PhD.</b> <b>College Professor</b> <b>Head of Department of Business Management (GTT)</b> <b>Vice Rector for Scientific and International Affairs</b></p> <p>Economist</p> <p>He took his PhD in „The independence in the case of the European Central Bank. Theoretical background, conception making and practice” at the Budapest Corvinus University. His professional field: International Finance, European Union Affairs, Monetary Policies</p> <p>E-mail: <a href="mailto:vigh.laszlo@edutus.hu">vigh.laszlo@edutus.hu</a></p>
	<p><b>Krisztina Juhász PhD.</b> <b>College Professor</b> <b>Deputy Head of Department of Business Management (GTT)</b></p> <p>Leader of the SSC specialization Tutor of the following courses: International economics, International business, SSC project work, Data base management</p> <p>E-mail: <a href="mailto:juhasz.krisztina@edutus.hu">juhasz.krisztina@edutus.hu</a></p>
	<p><b>Gergely Kovács PhD.</b> <b>College Professor</b> <b>Deputy Head of Department for Methodology of Applied Economics Sciences (KMA)</b></p> <p>Mathematician</p> <p>Subjects: Economic Mathematics (BSC Semester 2); Operation Research (BSC Semester 4.); Decision Theory and Methodology (MSC Semester 1)</p> <p>E-mail: <a href="mailto:kovacs.gergely@edutus.hu">kovacs.gergely@edutus.hu</a></p>



**Péter Lakatos PhD.**  
**College Professor**  
**Department of Business Management (GTT)**

Financial-Economist Manager and Military Logistician

His professional career includes: facility and supply chain management positions at many multinational companies, various teaching activities in many Hungarian HEI's and abroad e.g. defence resource management and peace keeping logistic courses in Canada.

Subjects: Sales Management (MSC Semester 2); Value Creation Logistic MSC Semester 1); Applied Logistic (MSC Semester 1); Supply Chain Management (MSc. Semester 1)

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**Dr. Zoltán Peredy**  
**Head of the Engineering Institute (MIT)**

Chemical Engineer; Engineer Manager

He took his engineering doctoral degree in Polymer Physics „High Performance Heat Resistant PBI/PI Blends” at the Technical University Budapest. He has multidisciplinary approach, comprehensive teaching and professional experiences in strategic, program and project management, international and regional RDI affairs, network building. His current research interest: „Synergies between the Regional Characteristics of Komárom-Esztergom County and Corporate Competitiveness Focusing on the Automotive Industry”

Subjects: Enterprise Economics (BSc Semester 1); Human Resource Management (BSC Semester 2); Basics of Innovation Management (BSC Semester5); Product and Process Innovation in Practice (BSC Semester 6); Business Planning for SME's (BSC Semester 6); Quality Management (BSC Semester 4); Organisational Behaviour (BSC Semester 4); Leadership and Organisation (BSC Semester 2); Corporate Economics on MSC (Semester1); Innovation Management on MSC (Semester 2)

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**Ilona Miklós PhD.**  
**College Associate Professor**  
**Department of Business Management (GTT)**

Economist

She took her PhD in „Detection Map of Hungarian Food Products with Geographical Indications. Value Dimensions of Hungarian Consumers”. After her graduation, she was involved in sustainable development research work, sustainability of SME’s, urbanisation and local food chains, organisational development of business.

Subjects: Competitiveness of SME’s (BSC Semester 4);  
Management SME’s (BSC Semester 5)  
Strategic Management in Marketing (MSC Semester 2)

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**Ádám Köbli PhD.**  
**College Associate Professor**  
**Department of Tourism (TUR)**

He have been teaching at the Edutus University since 2017. He took his PhD in geography research at the University of Pécs. His main specialities are geography, tourism and marketing research, with a special focus on globalization and consumer behavior.



Subjects: Consumer Behavior (MSC Semester 2)

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**Yimeng Zhou**  
**Assistant Lecturer**  
**Department of Business Management (GTT)**

She earned her Business Administration and Management BSc. degree at the University of Pécs in 2019 and her Economist in International Business MSc. degree at the Corvinus University in 2022. Besides, she has more than 7 years experiences of in English teaching as well. She intend to continue her study on PhD level in Hungary. Her research interest and field: “Digital Transformation and Management of Enterprises”.

	<p>Subjects: Human Resource Management (BSC Semester 2); Strategic and Business Planning (BSC Semester 5); Research Methodology (MSC. Semester 1); Marketing Management (MSC. Semester 1); International and Intercultural Management (MSC Semester 1)</p> <p>E-mail1: <a href="mailto:zhou.yimeng@edutus.hu">zhou.yimeng@edutus.hu</a>  E-mail2: <a href="mailto:zhouyimeng1030@gmail.com">zhouyimeng1030@gmail.com</a></p>
	<p><b>Junfeng Shi (Stefan) PhD.</b>  <b>Assistant Professor</b>  <b>Department of Business Management (GTT)</b></p> <p>Economist (in Tourism Management)  He earned his PhD degree from “Specialize in Business Analysis, Marketing, SCM, and Regional Economy” issue at the Budapest Business School (Doctoral School of Entrepreneurship and Business) in 2022. He has experiences in Market Research in the Balkan, Design and Execute of Relevant Marketing Programs, Risk Management, Customer Rating Review and Analyzing Data Using SPSS (Bank of China; Union Pay International).</p> <p>Subjects: Product, Supply and Brand Policy (Marketing MSC Semester 1); Integrated Marketing Communication (MSC Semester 1).</p> <p>E-mail: <a href="mailto:Junfeng.shi97@gmail.com">Junfeng.shi97@gmail.com</a></p>
	<p><b>Lorina Buda PhD.</b>  <b>Assistant Professor</b>  <b>Department of Business Management (GTT)</b></p> <p>Economist</p> <p>She took her PhD in „Analysis of the Structural Problems of the Euro Area through Economic Impossible Trinities” topic. Her current research and teaching interest the European integration processes, the EU integration maturity of the Western-Balkan Institutional Systems.</p> <p>Subjects: Transnational Enterprise Economics (BSC Semester 6);</p> <p>E-mail: <a href="mailto:buda.lorina@edutus.hu">buda.lorina@edutus.hu</a></p>



**Ibolya Várnai PhD.**

**Department of Business Management (GTT)**

Ibolya Várnai obtained her BSc (2013) and MSc (2015) degrees in human geography at University of Eszterházy Károly, Eger, Hungary. After graduation she continued her doctoral studies at Szent István University in Gödöllő, Hungary. She finished her PhD. studies in 2020, her doctoral research focused on the spatial dimensions and meeting points of second hand and art markets (Title of the dissertation: "Interfaces and spatiality in the art and second-hand goods markets"). Since 2020 she has been teaching at Edutus University's schools in Tatabánya and Budapest. Her teaching activities focus on different marketing and retail-related courses: marketing, tourism marketing, international marketing and trade both in Hungarian and English languages.

Her recent research activity focuses on spatial dimensions of second hand retailing, tourism and marketing and cultural marketing.

Subjects: Marketing (BSC Semester 2); Hungarian Culture (BSC Semester 6); Marketing and Marketing Controlling (MSC Semester1); International Trade and Market News and Trends (MSC Semester1)

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**Dr. Balázs Laki**




**Department of Business Management (GTT)  
Engineering Institute (MIT)**

Mathematician, Economist

He has been teaching different fields e.g. economics, business development, and various management topics. He possess comprehensive experiences in the public and private sectors at home and abroad. He supports domestic and foreign SMEs, public institutions and large companies with data analysis, modelling, strategic consulting and knowledge-based, multidisciplinary solutions and studies. Participant in Youth and Business Mentoring Programs.



Subjects: Financial Markets (BSC Semester 3); Psychology (BSC Semester 3); Corporate Finance (BSC Semester 4); Environmental Economics (BSC Semester 6); Economic Policy (BSC Semester 6);


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	<p><b>László Piroska</b>  <b>Department of Business Management (GTT)</b></p> <p>Economics teacher</p> <p>He has been teaching Calculus and Statistics subjects at Edutus University since 2017. He is mainly focusing on the functions in the area of economic applications. In addition under Statistics courses I emphasize the role of the interpretations</p> <p>Subjects: Economic Mathematics I. (BSC Semester 1);  Statistic I. (BSC Semester 2); Statistics II. (BSC Semester 3);</p> <p>E-mail: <a href="mailto:piroska.laszlo@edutus.hu">piroska.laszlo@edutus.hu</a></p>
	<p><b>Judit Menich-Jónás</b>  <b>Assistant Lecturer</b>  <b>Department of Business Management (GTT)</b></p> <p>Economist</p> <p>Subjects: Accounting I. (BSC Semester 3); Accounting II. (BSC Semester 4);</p> <p>E-mail: <a href="mailto:menich.jonas.judit@edutus.hu">menich.jonas.judit@edutus.hu</a></p>
	<p><b>Mónika Balog</b>  <b>Department for Language and Communication (NYK)</b></p> <p>Subject: Business English I (BSC Semester 1); Business English II. (BSC Semester 2)</p> <p>E-mail: <a href="mailto:balogh.monika@edutus.hu">balogh.monika@edutus.hu</a></p>



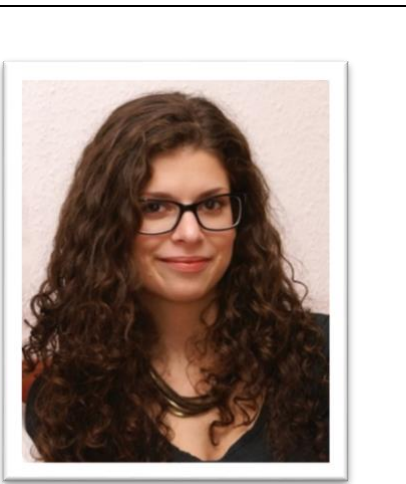
## VISITING LECTURERS:

	<p><b>Arnold Tóth PhD.</b>  <b>Associate Professor</b>  <b>Budapest Business School</b></p> <p>Economist</p> <p>After graduating from university, he became involved in educational activities, mainly in the field of economics and finance. Besides his professional lecturer career, he has already been a controller, market researcher, corporate consultant, and he also taught financial market staff about capital market knowledge.</p> <p>Subjects: Controlling (BSC Semester 4); Accounting III. (BSc Semester 5); International Finance (BSC Semester 5)</p>
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	<p>Law on Economic and Competition, Business Ethics and Consumer Protection (MSC. Semester 3)</p> <p>Email: <a href="mailto:toth.arnold@uni-bge.hu">toth.arnold@uni-bge.hu</a></p>
	<p><b>Vanda Papp PhD.</b>  <b>Associate Professor</b>  <b>Budapest Business School</b></p> <p>Humanities and Online Marketing Communication</p> <p>Her research interest Applied Linguistics; Advertising Communication.</p> <p>Subjects: Business and professional communication (BSC Semester 1); Research Methodology (MSC Semester 1)</p> <p>Email: <a href="mailto:papp.vanda@uni-bge.hu">papp.vanda@uni-bge.hu</a></p>
	<p><b>András Kovács PhD. Habil.</b>  <b>Associate Professor</b>  <b>Budapest Business School</b></p> <p>Economist</p> <p>His professional interest focuses on the regional, geographical features of the business and economical processes. He participates actively in the implementation of marketing research and market analysis tasks prepared for many domestic and international companies. He has had various higher education and research institutional positions since 2005.</p> <p>Subjects: European Studies (BSC Semester 3); Globalisation (BSC Semester 5); Marketing Management (BSC Semester 6); Marketing Management (MSC Semester 1); Marketing Research, Environment and Marketing Analysis (MSC Semester 2);</p> <p>Email: <a href="mailto:kovacs.andras2@uni-bge.hu">kovacs.andras2@uni-bge.hu</a></p>

	<p><b>Márton Lányi PhD.</b>  <b>CEO (Kühne+Nagel Ltd.)</b>  <b>President (Association of the Hungarian Forwarders)</b></p> <p>Economist (Finance); Military Engineering</p> <p>Subjects: Value Creation Logistic Processes (MSC Semester 1); Applied Logistics (MSC Semester 3)</p> <p>E-mail: <a href="mailto:lanyi.marton@edutus.hu">lanyi.marton@edutus.hu</a></p>
	<p><b>Tibor Vörös</b></p> <p>He is holding an MSc in Maths, Physics and Information Technology.</p> <p>He has worked in various management areas (knowledge management, decision making, business intelligence, information systems), but he also researched these topics and evaluated corresponding frameworks from the theory point of view. Current research work concentrates on the relationship of culture and technology.</p> <p>Subjects: Information Technology (BSC Semester 1); Applied Informatics (BSC Semester 4);</p> <p>E-mail: <a href="mailto:vorost@gmail.com">vorost@gmail.com</a></p>
	<p><b>Beáta Bartalos PhD.</b></p> <p>Economist</p> <p>Subjects: Economics I. – Microeconomics (BSC Semester1); Economics II. – Macroeconomics (BSC. Semester 2); Theories of modern economies and markets (MSC Semester 1)</p> <p>E-mail: <a href="mailto:bartalosb@gmail.com">bartalosb@gmail.com</a></p>
	<p><b>József Frank</b></p> <p>Budapest Business School  Department of Applied Quantitative Methodology</p> <p>Subjects: Information Technology (BSC Semester 1)</p> <p>E-mail: <a href="mailto:frank.jozsef@uni-bge.hu">frank.jozsef@uni-bge.hu</a></p>

## ADMINISTRATIVE STAFF

	<p><b>Mgr. Márta Pongrácz (Ms)</b> <b>Institutional Erasmus Co-ordinator</b></p> <p><b>Tasks:</b></p> <p>She is responsible for managing the international relations of the Edutus University in Budapest</p> <p>E-mail: <a href="mailto:pongrazc.marta@edutus.hu">pongrazc.marta@edutus.hu</a></p>
	<p><b>Mária Szabó</b> <b>Head of the Department for Education Organisation</b></p> <p><b>Tasks:</b></p> <p>Managing the technical, administrative and financial affairs related to the different Hungarian and English full-time and part-time BSC and MSC education programs, preparation of credit certificates, diplomas and diploma supplements, maintenance and development of the Study Registration System (NEPTUN) and provides the learners registration in the NEPTUN and COOSPACE Edutus online webinar system.</p> <p>E-mail: <a href="mailto:szabo.marta@edutus.hu">szabo.marta@edutus.hu</a></p>
	<p><b>Flóra Kökényesi</b> <b>Qualification: Department Assistant</b> <b>Position: Department Assistant</b></p> <p><b>Tasks:</b></p> <p>Helping the professors organising exams, registering grades in the NEPTUN system. Helping in making contact between students and professors, doing the administration of the BSc. Thesis in NEPTUN system.</p> <p>Email: <a href="mailto:kokenyesi.flora@edutus.hu">kokenyesi.flora@edutus.hu</a></p>