

## PERSONAL INFORMATION

**Zsuzsanna Marton**

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## WORK EXPERIENCE

September 2024 –

**Assistant professor**

University of Pannonia Nagykanizsa University Center for Circular Economy, Hungary

## Courses:

- EU studies (in English and Hungarian)
- Marketing
- Sustainability in Marketing (in English)
- The Aspects of Tourism Safety and Security (in English)
- Introduction to sustainable tourism, nature-based attractions (in English)
- Tourism Marketing (in Hungarian)
- Economic and social basics of tourism (in Hungarian)

## Other:

- organizing study competition for secondary school students (PENTurismo)
- being in charge of coordinating Marketing and Commerce program
- supporting thesis writing activity of students
- researching

September 2018 – August 2024

**Research fellow assistant**

University of Pannonia Nagykanizsa Campus, Hungary

## Subjects:

- Economic and social basics of tourism (in Hungarian)
- Marketing

## Others:

- conducting academic researches the field of Tourism and Marketing
- participating in international projects
- organizing academic conferences
- Women in Business project tasks

June 2015 – September 2018

**Trading Operator**

MOL Plc., Budapest, Hungary

- conducting transactions related to petroleum products
- monitors stock information
- communication with partners
- making contracts
- working out tender materials

September 2013 – May 2015

**Growww talent acquisition program (Downstream Export Sales)**

MOL Plc., Budapest, Hungary

- taking part and completing Growww 2013 program
- supporting the management of Export Back Office
- making statistical analyses, conducting questionnaire
- organizing meetings
- taking part in projects
- writing reports in SAP/BI

January 2013 – April 2013

### Marketing assistant

BME-Infokom Innovátor Nonprofit Ltd., Budapest, Hungary

- preparing brochures for new products
- reviewing product documentations

August 2010 – January 2011

### Internship – Controlling trainee

Kempinski Hotel Budapest Zrt., Budapest, Hungary

- making monthly and quarterly reports

## STUDIES

2018-2022

### PhD Program

University of Pannonia, Doctoral School of Business and Management  
Dissertation: Tourism Safety And Security in Hungary in the Light of Consumer Perceptions

2019

### Teacher of Economics (Trade and Marketing)

Budapest University of Technology and Economics  
Thesis: The analysis of the future orientation of students in vocational education

2013 - 2016

### PhD absolutory

Budapest University of Technology and Economics, Faculty of Economy and Social Sciences,  
PhD programme, Marketing specialisation  
Research field: Health tourism and service innovation

2011 – 2013

### Master of Sciences in Marketing (English program)

Corvinus University of Budapest, Corvinus Business School, International Study Program  
Research field: Brand revitalization, brand equity, brand life-cycle model

2007 - 2010

### Bachelor of Arts in Tourism and Catering

Corvinus University of Budapest, Corvinus Business School  
Research field: Destination life-cycle models

2003 - 2007

### Batthyány Lajos High School

specialized in maths and science  
Nagykanizsa, Hungary

## PERSONAL SKILLS

Mother tongue

Hungarian

Other languages

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	C1	C1	C1	C1	C1

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

- Communication skills
- open-minded
  - self-confidence
  - ability to persuasion
  - good presentation skills

- Organisational/ managerial skills
- goal-oriented problem-solving
  - openness for innovation
  - parallel coordination
  - ability to prioritize
  - reliability
  - efficient time management
  - strategic approach

- Job-related skills
- analytical approach
  - system approach
  - commitment to tasks, projects
  - quick adaption to changes, new situations
  - efficient individual and teamwork
  - proactivity
  - creativity
  - accuracy

#### Digital skills

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

- SPSS (statistical analyses software)
- MS Office
- EndNote Reference Manager
- WoS Viewer

Driving licence B

#### ADDITIONAL INFORMATION

Publications <https://m2.mtmt.hu/api/publication?format=html&labelLang=hun&sort=publishedYear,desc&cond=authors;eq;10043171>