

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 absolutorily**
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

English
German

	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

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ADDITIONAL INFORMATION

Publications

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