

Prof. Dr. **Zoltán Birkner** (Nagykanizsa, August 9, 1971) is a secondary school teacher, economist, and university professor. Since March 1, 2023, he has been the chairman of the board of trustees of the Foundation for the University of Pannonia. From 2018 to 2023, he served as the president of the National Research, Development, and Innovation Office (NKFIH). He has been a lecturer and professor at the University of Pannonia since 2001.

Higher Education

- 1998: Financial and Accounting College – Financial Economist
- 1994: Kossuth Lajos University, Faculty of Arts – Teacher of History and Geography

Academic Degree

- 2021: Habilitation – Pannon University, Field of Management and Organization Sciences – Thesis title: The Territorial and Sectoral Dimensions of Innovation
- 2010: PhD – Pannon University, Doctoral School of Management and Organizational Sciences – Dissertation title: Is Innovation the Engine of Success in Zala County?

Professional Career

- 2023–present: President – Pannon University Foundation
- 2023–present: Vice-President – Hungarian Innovation Association
- 2018–2023: President – National Research, Development, and Innovation Office
- 2008–2018: Campus Director – Pannon University Nagykanizsa Campus
- 2014–2018: Research Center Director – Pannon University Soós Ernő Water Technology Research and Development Center
- 2001–present: University Lecturer, Professor – Pannon University
- 2001–2008: Acting Head – Pannon University Nagykanizsa Campus
- 1994–2001: Secondary School Teacher – Batthyány Lajos High School, Nagykanizsa

Public Life and Professional Organization Memberships:

- 2020–2023: Member – National Science Policy Council
- 2020–2022: Member – Economic Protection Operational Headquarters
- 2019–2022: Member – National Laboratories Supervisory Board
- 2018–2023: Chairman – Hiventures Zrt. Growth Investment Committee
- 2020–present: Member – Editorial Board of the electronic journal Scientia et Securitas
- 2018–present: Member – Hungarian Innovation Grand Prix Jury
- 2018–present: Co-Chair, Member – Youth Scientific and Talent Search Competition Jury
- Member – Hungarian Economic Society, Nagykanizsa Chapter
- Member – MTA VEAB Communications Working Committee, formerly Secretary

Awards and Honors

- 2021: Gold Pin – OTDT
- 2020: Méray László Award – Pannon University
- 2019: St. George Memorial Medal
- 2018: Hungarian Order of Merit, Knight's Cross
- 2013: Harsányi János Award – Faculty of Economics, Pannon University
- 2011: Harsányi István PhD Award – Hungarian Innovation Association
- 2009: Memorial Plaque for Hungarian Higher Education – Ministry of Education and Culture
- 2009: Pro Universitate Pannonica Large Silver Medal – Pannon University

- 2007: VEAB Memorial Plaque – Hungarian Academy of Sciences Veszprém Territorial Committee
- 2004: Rector's Commendation – Pannon University
- 1988: Young Geographer Award (1st place in Geography in OKTV)

Research Areas/Academic and Scientific Contributions

- Main research areas: Territorial and sectoral dimensions of innovation, innovation policy, tourism security, development of tourism products.
- As a university lecturer, he has taught 20 courses since 2001, developed 13 course curricula, and supervised 46 theses and dissertations.
- He has supervised the research of 11 PhD students within the Doctoral School of Management and Organizational Sciences, 4 of whom have obtained their degrees, and 6 students are currently active.
- Organized 18 international/domestic conferences, with over 100 presentations, and reviewed over 100 grant applications and academic manuscripts.
- Participated in 12 international projects.
- Scientometric data:

Zoltán Birkner's data (2025.01.27) MTMT publication and citation summary table				
Publication types	Count		Citation ¹	
	All	Detailed	Independent	All
I. Scientific journal articles	45			
in international journal in foreign language		22	359	399
in international journal in hungarian		1	2	3
in hungarian journal in foreign language		7	57	68
in hungarian journal in hungarian		15	50	71
II. Books	4			
a) Book as author	2			
in foreign language		0	0	0
in hungarian		2	19	22
b) Book as editor ²	2			
in foreign language		0		
in hungarian		2		
III. Book chapter	22			
in foreign language		6	1	3
in hungarian		16	13	14
IV. Conference in journal or conference paper	47			
in foreign language		32	11	11
in hungarian		15	21	37
Publications (I-IV.)	118		533	628
Abstract³	22		0	0
Research data	0		0	0
Other scientific works⁴	13		15	22
All scientific publications	153		548	650
Hirsch index⁵			12	14
Educational publications	1			

Higher educational works	0			
Book in foreign language		0	0	0
Book in hungarian		0	0	0
Book chapter in foreign language		0	0	0
Book chapter in hungarian		0	0	0
Educational material	1		0	0
Titles of protection	0		0	0
Achievements	0		0	0
Popular science works	0			
Journal articles		0	0	0
Books		0	0	0
Other popular science works		0	0	0
Of public interest or unclassified publications⁶	0		0	0
More publications⁷	2		0	0
Other authorships⁸	0		0	0
Citations of edited publications			5	5
Citations in dissertations and other types			51	56
All publications and citations	156		604	711

Top 10 Most Important Scientific Publications

- Kökény, László; Birkner, Zoltán; Michalkó, Gábor: Daring routine: examining the tourists' risk perception attitudes through the characteristics of travel frequency and revisit frequency, CURRENT ISSUES IN TOURISM 2024 pp. 1-7.
- Birkner, Zoltán (ed.): Innovation Policy and RDI Infrastructures, Budapest, Hungary, Akadémiai Kiadó (2023)
- Michalkó, G (ed.); Németh, József (ed.); Birkner, Zoltán (ed.): The Role of Security in Tourism Product Development and Management, Budapest, Hungary: Bay Zoltán Applied Research Nonprofit Ltd. (2023), 197 p.
- Birkner, Zoltán; Meszaros, Adam; István, Szabó: Handling Regional Research, Development, and Innovation (RDI) Disparities in Hungary: New Measures of University-Based Innovation Ecosystem, REGIONAL STATISTICS 12:4 pp. 1-29 (2022)
- Máhr, Tivadar; Keller, Krisztina; Birkner, Zoltán: Innovation in Tourism, Budapest, Hungary, Akadémiai Kiadó (2022)
- Pintér, Gábor; Zsiborács, Henrik; Hegedűsné Baranyai, Nóra; Vincze, András; Birkner, Zoltán: The Economic and Geographical Aspects of the Status of Small-Scale Photovoltaic Systems in Hungary— A Case Study, ENERGIES 13:13 p. 3489, 2019
- Zsiborács, Henrik; Baranyai, Nóra Hegedűsné; Vincze, András; Zentkó, László; Birkner, Zoltán; Máté, Kinga; Pintér, Gábor: Intermittent Renewable Energy Sources: The Role of Energy Storage in the European Power System of 2040, ELECTRONICS 8:7 p. 729, 2018
- Marton, Zsuzsanna; Birkner, Zoltán; Keller, Krisztina; Berkesné Rodek, Nóra: Marketing and Management Implications in Tourism Security, TURIZMUS BULLETIN 18:2 pp. 12-20, 2017
- Berkesné Rodek, Nóra; Birkner, Zoltán; Ernszt, Ildikó: Umbilical Cord, Institute for Higher Studies, 2017
- Birkner, Zoltán; Máhr, Tivadar: Interpreting Innovation – In Another Way, VEZETÉSTUDOMÁNY 47:10 pp. 39-50, 2016