



## CURRICULUM VITAE –SHORT

**Name:** Dr. László Józsa

**Date and place of birth:** 12.07. 1960 Keszthely, Hungary  
**Nationality:** Hungarian

**Place 1 of present employment:** Széchenyi István University, Faculty of Economic Sciences, Department of Marketing and Management  
**Position:** Full university professor  
**Address:** 9026 Győr, Egyetem tér 1 Hungary  
**Telephone number:** +36 20 9 463 319  
**E-mail:** [jozsal@sze.hu](mailto:jozsal@sze.hu)

**Place 2 of present employment:** J. Selye University, Faculty of Economics, Department of Economic Sciences  
**Position:** Full university professor  
**Address:** 845 01 Komarno, Bratislavská cesna 3322, Slovakia

**Title of the highest qualification awarded:** Chemical Engineering Degree (VVE) 1984  
Engineer- Economist Degree (MKKE) 1988

**Academic Degree:** University Doctorate (Veszprém University, 1987)  
PhD in economic sciences (Hungarian Academy of Sciences, 1994)  
Certified Chemical Engineer  
Certified Engineer-Economist

**Qualification:** 2001 University of West Hungary

**Habilitation procedure (date):** English  
**Foreign Language Knowledge:** Italian  
Russian

**Former Places of Employment:** Veszprém University of Chemical Sciences, scientific assistant (1984-86)  
Pét Nitrogen Works, development engineer (1986-89)  
Reanal Fine Chemical Production Works, technologist (1989)  
Veszprém University, lecturer, later associate professor (1989-2000)

University of West Hungary, associate professor (2000-2003)

**Managerial Commissions (date):**

Veszprém University, head of department (1996-2000)  
University of West Hungary, head of department (2000-2003)  
University of West Hungary, deputy dean (2001-2002)  
Széchenyi University, head of department 2004- 2013  
Head of Course (BSc Trade and Marketing) 2005-  
Head of Course (Marketing MSc) 2007-  
Dean, Faculty of Economic Sciences 2009- 2013

**Summary of Professional Experience**

1984 – 86 working as a scientific assistant at Veszprém University of Chemical Sciences, then later for Pét Nitrogen Works, and in regards to Reanal Fine Chemical Production Works as an engineer between 1986 – 89. 1989 – 2000 became first a university assistant, then assistant professor and then finally an associate professor at Veszprém University working between 1996 – 2000 as the Head of Department of Applied Economics.

2000 – 2003 the Head of the Department of West Hungary and in 2001 – 2002 the Deputy Dean of Scientific issues.

From 1 September 2003 first a senior member and then later an associate professor at Széchenyi István University and from 1 January 2004 – 30 June 2013 Head of the Marketing and Management Department. From 1 September 2008 a full university professor. From 1 January 2009 to 30 June 2013 Dean of the Faculty of Economic Sciences. Since 2013 full invited professor of J. Selye University in Komarno, Slovakia too.

**Visiting professor:** Victoria University of Wellington, New Zealand (2014, 4 months)

**Adjunct professor:** JK Lakshmipat University, Jaipur, India (2013, 1 month)

**Erasmus professor:** University of Leon, Spain (2007)

Guest Professor: Huazhong University of Science and Technology, Changchun, China (2016-2019)

**Qualification:**

Certified Chemical Engineer,  
Certified Engineer- Economist,  
PhD in Economic Sciences,  
Habilitation Doctor.

**Professional Awards:**

2001 – Researcher of the Year (Hungarian Academy of Sciences, Veszprém Committee Social Sciences)

2004 – Pro Natura Recreanda honorary award and ring (Veszprém University)

2023- Best author in marketing monograph of the year

### **Educational and Research Activities:**

Educational activity of teaching marketing, marketing strategy and marketing communication at several universities such as: Veszprém University, University of West Hungary, Széchenyi István University, furthermore College of Foreign Trade Budapest, J. Selye University, Komarno, Slovakia, Kodolányi János College, ESSCA (France-Hungary).

9 books (3 in published in English, 1 in Russian too)), cc.300 other professional publications, and over 500 references in publications, in the field of marketing, marketing strategy and marketing communication.

Consultant to 3 doctoral candidates at present and was the consultant to 23 PhD candidates.

### **International affiliations:**

Constant participant and lecturer of the following conferences: MAG, EIRASS, ANZMAC international conferences. Founder and vice president of the Marketing in Asia Group. Organizer of the annual meeting of the Marketing in Asia Group in 2012. Member of the Academy of World Business, Marketing and Management Development. Study tours to 5 continents in more than 80 countries.

**Shared research publications** with NZ, British, Portuguese, Australian, and Hong Kong researchers in the Journal of Euromarketing, the Journal of Financial Marketing Services, the Services Marketing Quarterly, the Strategic Management, the Journal of Consumer Marketing. Guest editor for The International Review of Retail, Distribution and Consumer Research 2012 for the July issue.

**Editorial member** of the Asian Journal of Business Research (NZ), Marketing Sciences and Inspiration (Slovakia), Marketing & Menedzsment (Hungary), Tér- Gazdaság- Ember (Hungary), Indian Journal of Training &Development (India), the Editorial Review Board member of Advances in Doctoral Research in Management (Editor: World Scientific Publishing) volume.

**Publications** in English with Luiz Moutinho professor (University of Glasgow) at KJK – Kerszöv. Chapter in a publication of Prentice Hall in the book: Small & Medium Enterprises, and a book edited by Cengage entitled Strategic Marketing Management. One of the editors and authors Sales Promotion Techniques, published in New Zealand.