

Curriculum Vitae

PERSONAL INFORMATION

Dr. Eva Happ PhD.



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Date of birth 27/03/1971 | Nationality Hungarian

WORK EXPERIENCE

- September 2015–Present Associate professor,
Associate dean of international affairs (September 2016-Present)
Head of the Tourism Department (January 2017-Present)
Széchenyi István University, Kautz Gyula Faculty of Economics, Győr
Teaching, Supervision of theses, Research in the field of tourism and marketing
communication, Developing new courses, Responsible for the work of the
Department, Coordination of Projects, Supervision of PhD students at the Doctoral
School, institutional coordinator of CEEPUS network
- June 2013–September 2015 Associate professor, Associate dean for international relations
University of West Hungary, Faculty of Economics, Sopron
Teaching, Establishment of Amber Road Central European Network of Faculties of
Economics, Developing Double Degree/Joint Degree programs, Organizing Summer
University, Coordination of projects, institutional coordinator of CEEPUS network
- September 2003–June 2013 Assistant professor
University of West Hungary, Apáczai Csere János Faculty, Győr
Teaching, Organizing conferences
- April 1996–June 2001 Supervisor
Self-employed, Győr
Market research
- January-June 1997 Sales representative
Hotel Rába, Győr
- April 1996–January 1997 Event organizer
Ciklámen Tourist, Győr
- December 1995–April 1996 Exhibition organizer
Győri Vásár Kft., Győr

EDUCATION AND TRAINING

- 2007–2011 **PhD Economic Sciences**
 University of West Hungary, Faculty of Economics, Széchenyi István Doctoral School, Sopron; Marketing Program
 Doctor of Philosophy in the field of Economics and Management sciences
 Date: July 01. 2011 (Summa cum laude)
- 2003–2006 **MSc in Economics**
 University of West Hungary, Faculty of Economics, Sopron
 Marketing and International Communication Program
 MsC in Economics
 Date: Febr. 24. 2006
- 1998–2000 **Vocational teacher training specialized in catering and tourism**
 Budapest Business School, College of Commerce, Catering and Tourism, Budapest
 Date: July 05. 2000
- 1989–1993 **Tourism and catering BA**
 College of Commerce, Catering and Tourism, Budapest
 Date: Febr. 24.1993

PERSONAL SKILLS

Mother tongue(s) Hungarian

Other language(s)	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
German	C2	C2	C1	C1	C1
English	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 Good communication skills

Organisational / managerial skills Leadership (gained as vice-dean)
 Good organisational skills

Digital competence Good command of Microsoft Office suite (Word, Excel, PowerPoint)

Driving licence B

ADDITIONAL INFORMATION

- Guest professor** Partium Christian University, Nagyvárad; Babes-Bolyai University , Kolozsvár; Sapientia Hungarian University of Transylvania, Marosvásárhely (2008, 1 month)
Erasmus Teacher's Mobility - Universidad de Sevilla E.U. Turismo –EUSA, Sevilla (2009, 1 week)
Paneuropean University, Bratislava (2015,2016, 2017)
"Sommer-Studium in Ungarn – FOM Hochschule" Summer University (2015,2016)
Erasmus Teacher's Mobility - Prince of Songkla University, Phuket, Thailand (2017, 10 days)
CEEPUS Teacher's Mobility - Warsaw School of Economics, Poland (2017, 1 week)
Fulbright Visiting Scholar - Central Connecticut State University, New Britain, CT, USA (August 2018-January 2019)
Erasmus Teacher's Mobility - Instituto Superior De Comunicacao Empresarial, Lisabon (2019, 1 week)
- Projects** "The Meaning of Tourism and Tourism Services in the V4 Countries" Visegrad Found Project 2012-21220002., supervisor (2013-2014)
„Training for employment and entrepreneurship: meeting incentives conferences and exhibitions", CEDEFOP, 2014
Amber Road Central European Network of Faculties of Economics (2014)
„Tourism Management in the Visegrad Region Master Course" - Visegrad University Studies Grant, 2015, supervisor
"Sommer-Studium in Ungarn – FOM Hochschule" Summer University, Organizer, Coordinator, 2015
- Honours and awards** 2018 – „Teachers for students” Széchenyi István University
2017 – „Best presentation Award” 19th International Conference on Hospitality, Tourism Marketing and Management, Paris
2011 - Rector's Award
2008, 2005 - Dean's Award
- Memberships** Hungarian Regional Science Association – member
Regional Science Association International - member
Professional Exam Chair, National Employment Office
Hungarian Academy of Sciences – Member of the Public Body
Research group for tourism, Győr
Member of the Faculty Council
Scientific Committee member:
International Scientific Conference, Selected issues of EU Agrarian Law (Nitra, 2016)
International Scientific Conference: Economics, Management, Finance and Social Attributes of Economic Systems (Dubrovnik, 2016)
Kautz Conference (Győr, 2017)
Member of Editorial Board:
2015 - Journal of Competitiveness (<http://www.cjournal.cz/>)
2017 - Tér-Gazdaság-Ember (<http://kgk.sze.hu/ter-gazdasag-ember-kari-folyoirat>)
- Courses** In Hungarian: Marketing; Marketing of catering; Tourism marketing; Convention and Event management; Tour operation, Marketing Communication
In German: Marketing, Marketing Communication
In English: Integrated Marketing Communication, International Tourism
- Research fields** Sustainability in event management, „green events”
Consumer behaviour in the MICE tourism
Innovative marketing tools in tourism
Marketing communication in tourism and hospitality
Digitalisation in tourism