

# Curriculum Vitae

## PERSONAL INFORMATION

**Dr. habil. Eva Happ PhD.**



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**Date of birth** 27/03/1971 | **Nationality** Hungarian

## WORK EXPERIENCE

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- September 2015–Present** **Associate professor**  
Vice dean of international affairs (September 2016-September 2022)  
Head of the Tourism Department (January 2017-September 2022)  
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, Vice 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
- 2003–2006 **MSc in Economics**  
University of West Hungary, Faculty of Economics, Sopron  
Marketing and International Communication Program  
MSc in Economics
- 1998–2000 **Vocational teacher training specialized in catering and tourism**  
Budapest Business School, College of Commerce, Catering and Tourism, Budapest
- 1989–1993 **Tourism and catering BA**  
College of Commerce, Catering and Tourism, Budapest

## 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](#)

## 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, Gyor  
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

