

PERSONAL INFORMATION Ákos Szántó Dr. PhD

✉ szanto.akos@uni-eszterhazy.hu

Date of birth 14/11/1972 | Nationality Hungarian

## WORK EXPERIENCE

- 2016–Present** Associate Professor  
Eszterházy Károly University, Institute of Economic Sciences, Eger (Hungary)  
Teaching experience, thought subjects:  
  
marketing, marketing communication, healthcare marketing, marketing management, small entrepreneurship, project planning and financing, tennis, consumer behavior, marketing communication and PR
- 2015–2016** Director  
Health Improvement and Sport Sciences Knowledge Center, Eszterházy Károly University of Applied Sciences, Eger (Hungary)  
Managing and development of researching team. Generate and manage new projects and researching fields.
- 2010–2015** Associate Professor  
University of Miskolc, Healthcare Faculty, Miskolc (Hungary)  
Teaching experience, thought subjects:  
  
marketing communication, healthcare marketing, travel and event organisation, gastronomy, health tourism, career planning, medical tourism, marketing, medical product development, analysis of professional practice
- 2009–2010** Associate Professor  
University of Miskolc, Institute of Marketing, Miskolc (Hungary)  
Teaching experience, thought subjects:  
  
marketing management, basic marketing, consumer behavior, marketing communication, healthcare marketing, travel and event organisation, gastronomy, development of tourism product, webmarketing, e-marketing, creative planning, marketing strategy, marketing simulation game
- 2004–2009** Senior Lecturer  
University of Miskolc, Department of Marketing, Miskolc (Hungary)  
Teaching experience, thought subjects:  
  
marketing management, basic marketing, consumer behavior, marketing communication, healthcare marketing, travel and event organisation, gastronomy, development of tourism product, webmarketing, e-marketing, creative planning, marketing strategy, marketing simulation game

- 1999–2004 Assistant Lecturer  
University of Miskolc, Department of Marketing, Miskolc (Hungary)  
Teaching experience, taught subjects:  
  
marketing management, basic marketing, consumer behavior, marketing communication, healthcare marketing, travel and event organisation, gastronomy, development of tourism product, webmarketing, e-marketing, creative planning, marketing strategy, marketing simulation game
- 2008–2010 Marketing director  
Monvest Ltd. (Mortgage Broker Company)
- 2007–2008 Marketing and Creative Director  
Maxx Autó (Skoda retailer), Miskolc (Hungary)
- 2005–2007 Marketing advisor  
Opel Chevrolet Suzuki Papp Autóház, Eger (Hungary)
- 2005 Researcher  
Marketing research for Siemens Co. in hospital, logistics and communication industry

## EDUCATION AND TRAINING

---

- 2008 Doctor of Philosophy in Business and Organisation Sciences PhD  
University of Miskolc, Miskolc (Hungary)
- 2008–2012 Healthcare Manager BSc  
University of Debrecen, Nyíregyháza (Hungary)
- 1994–1999 Economist with marketing specialization MSc  
University of Miskolc, Miskolc (Hungary)
- 1991–1994  
Medical University of Debrecen (did not finished), Debrecen (Hungary)

## PERSONAL SKILLS

---

Mother tongue(s) Hungarian

Other language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	B2	B2	B2	B2	B2

	State Language Examination Certificate intermediate level (A,B and Economic A)				
German	A2	A2	A2	A2	A2
French	A1	A1	A1	A1	A1
Russian	A1	A1	A1	A1	A1

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user  
Common European Framework of Reference for Languages

**Communication skills**

Very good communication skill, experienced lecturer and presenter in business and teaching situations too.

**Organisational / managerial skills**

Good organizational and managerial skills.

**Digital competence**

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Independent user	Independent user	Independent user

Digital competences - Self-assessment grid

**ADDITIONAL INFORMATION**

**Honours and awards**

Biography in:

- Marquis Who's Who in the World, 27th Edition, 2010, New Providence, NJ, USA
- Marquis Who's Who in the World, 28th Edition, 2011, New Providence, NJ, USA
- Marquis Who's Who in the World, 29th Edition, 2012, N P, NJ, USA
- Marquis Who's Who in the World, 31st Edition, 2013, N P, NJ, USA
- Marquis Who's Who in the World, 32nd Edition, 2013, N P, NJ, USA
- Marquis Who's Who in the World, 33rd Edition, 2013, N P, NJ, USA
- Marquis Who's Who in the World, 34th Edition, 2013, N P, NJ, USA

- 2000 Outstanding Intellectuals of 21th Century 2010, IBC, Cambridge, UK
- TOP 100 Educators 2010, IBC, Cambridge, UK

2000 Outstanding Intellectuals of 21th Century 2011, IBC, Cambridge, UK

- 2000 Outstanding Intellectuals of 21th Century 2012, IBC, Cambridge, UK
- 2000 Outstanding Intellectuals of 21th Century 2013, IBC, Cambridge, UK
- 2000 Outstanding Intellectuals of 21th Century 2014, IBC, Cambridge, UK

2000 Outstanding Intellectuals of 21th Century 2015, IBC, Cambridge, UK

2000 Outstanding Intellectuals of 21th Century 2016, IBC, Cambridge, UK

