

PERSONAL INFORMATION

Ákos Szántó Dr. PhD

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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, 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

- 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