



Dr. Aranyossy Márta

Egyetemi docens / Associate Professor
Rektori szervezet / Vállalkozás és Innováció Intézet / Innováció és
Üzleti Inkubáció Tanszék
Year of birth: 1981

Qualifications, scientific degrees

Higher education qualifications

- 1999 - 2004
Corvinus University of Budapest, Corporate Finance (főiskolai)

Scientific degrees and awards

- 2013, PhD
Corvinus University of Budapest
- 2023, Dr.Habil
Corvinus University of Budapest

Career

Workplaces

- 2019 -
Corvinus University of Budapest, associate professor
- 2023 - 2023
Hungarian Accreditation Committee, expert
- 2014 - 2019
Corvinus University of Budapest, assistant professor
- 2006 - 2014
Corvinus University of Budapest, associate lecturer
- 2011 -
Value-IT Kft., senior partner, consultant on the field of finance and internal audit
- 2004 - 2008
Nova-Pack Kft., financial manager

Public activities in the university (memberships in university bodies)

- 2023 -
Member of the Senate
- 2022 -
Programme Director, MSc in Business Development
- 2020 - 2021
Programme Director, BA in Business and Management
- 2015 - 2019

Colleague CV: Dr. Aranyossy Márta

- Director of Corporate Affairs and Alumni, Corvinus Business School
- 2017 - 2018
Member of the Senate
- 2016 - 2019
Deans Cabinet
- 2019 - 2020
Member of the Quality Assurance Committee, Corvinus Business School
- 2007 - 2008
Alumni task force

Important study tours, delegacies

- 2007, 1 week
Helsinki School of Economics (Blocked seminars for CEMS-MIM)
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Awards, titles, honors

- 2023, Corvinus Gold Medal
Corvinus University of Budapest
- 2019, Outstanding Publication Award
Corvinus Business School
- 2018, Pro University Medal
Corvinus University of Budapest
- 2017, Outstanding Publication Award
Corvinus Business School
- 2016, Teacher of the Year
Corvinus University of Budapest

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Native	
German	Intermediate	Intermediate	Advanced	

Research, professional activity

Major taught courses or fields of education:

Research methodology, Decision-making systems, Financial information systems, Financial analysis, Financial planning, Corporate financing, Strategic Financial Analysis, Financial Ratio Analysis and Prediction, Venture Capital Financing, Digital Business Models

Field of science and discipline:

organization science

Current fields of research:

Colleague CV: Dr. Aranyossy Márta

business value of information technology, valuation of internet firms, e-commerce, e-governance, e-voting, Healthcare 4.0, IT project success and failure, technology acceptance

Major research projects

- 2023 - 2024, A competitive company through digitalisation - A resource-based approach
Form of participation: member of the research team
Moneylender: OTKA K-135604, National Research, Development and Innovation Fund of Hungary.
Further info about research: The role of leadership in digital transformation - a paradox way to improve operational performance
- 2017 - , Digital Governance, Digital State
Form of participation: member of the research team
Moneylender: KÖFOP-2.1.2.-VEKOP-15-2016-00001
Further info about research: E-government project success and value creation
- 2006 - 2006, E-payment options
Form of participation: leader of the research team
Moneylender: Wizz Air
Further info about research: Market overview of e-payment options in Eastern Central Europe
- 2006 - 2006, Website business value
Form of participation: leader of the research team
Moneylender: Wizz Air
Further info about research: Website business valuation in the low-cost airline industry

Membership in scientific or professional bodies/organizations

- 2024 - , committee member, member
[Hungarian Academy of Sciences, Committee on Business Administration](#), national
- 2017 - 2020, Representing Corvinus Business School , member
[Hungarian Business Leaders Forum](#), national
- 2017 - , representing the Institute of Entrepreneurship and Innovation, member
[Hungarian Project Management Association](#), national
- 2016 - 2020, Representing Corvinus Business School , member
[AmCham Hungary](#), international

Board memberships and positions

- 2023 - , Vezetéstudomány / Budapest Management Review editor-in-chief, editor-in-chief, member of the editorial team
[Foreign language](#)
- 2016 - , Vezetéstudomány / Budapest Management Review editor, editor-in-chief, member of the editorial team
[Foreign language](#)

Expert consultancy activities

- 2013 -
Value-IT Kft., Financial consultancy
- 2012 - 2017
Corvinus Nemzetközi Befektetési Zrt., Kisvállalkozás-fejlesztő Pénzügyi Zrt., internal audit
- 2008 - 2008

Colleague CV: Dr. Aranyossy Márta

Ivy Kft., Valuation

- 2005 - 2006
Pannonhalmi Borház Kft., Financial planning
- 2004 - 2005
Synergon Rt., Portal valuation

Publications

- [List of publications at Google Scholar](#)
 - [List of selected publications and citations at Scopus](#)
 - [List of selected publications at ORCID](#)
 - [Full list of publications and citations can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official Hungarian academic repository\)](#)
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Contacts

Location at the university

- Building: Main building
Room number: 358
Extension: 5432
Main line:
Fax:
Internal fax:

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Postal address: Fővám tér 8., Budapest, Hungary,, H-1098

Personal webpage: <https://hu.linkedin.com/in/márta-aranyossy-ph-d-64a71623>

Consulting hours:

see Neptun

Other professional profiles

LinkedIn: <https://www.linkedin.com/in/m%C3%A1rta-aranyossy-ph-d-64a71623/?originalSubdomain=hu>

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10033467>

Scholar: <https://scholar.google.com/citations?user=uj-AIJQAAAAJ&hl=hu&oi=ao>