



Dr. Berács József

Egyetemi tanár / Professor

Qualifications, scientific degrees

Higher education qualifications

- 1970 - 1974
, (főiskolai)

Scientific degrees and awards

- 1976, dr. univ
Karl Marx University of Economic Sciences
- 1993, kandidátus
Hungarian Academy of Sciences
- 2003, Dr.Habil
Corvinus University of Budapest
- 2006, DSc
Hungarian Academy of Sciences

Career

Workplaces

- 1974 - 1985
Hungarian Academy of Sciences, Scientific Researcher
- 1986 - 1991
Karl Marx University of Economic Sciences, Assistant professor
- 1992 - 2004
Corvinus University of Budapest (Budapest University of Economic Sciences), Associate professor
- 2004 -
, University Professor
- 2008 - 2012
University of Pannonia, University Professor, adjunct
- 2014 - 2019
John von Neumann University, University professor

Public activities in the university (memberships in university bodies)

- 1990 - 2007
International Studies Center, director
- 1992 - 2004

Colleague CV: Dr. Berács József

- Marketing Department, Chair
- 1989 - 2003
- 2008 - 2012
Center for International Higher Education Studies, codirector
- 2012 - 2017
Center for International Higher Education Studies, managing director

Membership in board of supervision and directors

- 1990 - 1993
 - 1992 - 1995
-
- 1998 - 2000
, President of Board

Important study tours, delegacies

- 1984,
- 1988,
- 1992,
- 1993,
- 2001,
- 2002,
- 2006,

Awards, titles, honors

- 2006,
- 1999,
- 1987,
- 2004,

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes

Colleague CV: Dr. Berács József

German	Intermediate	Intermediate	Intermediate	
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Research, professional activity

Major taught courses or fields of education:

Marketing, Marketingstratégia, Marketingmenedzsment, Marketingtervezés

Field of science and discipline:

organization science

Current fields of research:

Marketingelmélet, marketingstratégia, feltörekvő országok, stratégiai marketingmenedzsment. Piacorientáció a felsőoktatásban és a nemzetközi versenyképesség. Országimázs és termékeredet hatása.

Previous fields of research:

Készletgazdálkodás, logisztika, disztribúciós rendszerek. Marketingszervezet és információs rendszer.

Major research projects

- 1984 - 1986,
Form of participation: member of the research team
Moneylender:
Further info about research:
- 1992 - 1993,
Form of participation: leader of the research team
Moneylender:
Further info about research:
- 1995 - 1997,
Form of participation: leader of the research team
Moneylender:
Further info about research:
- 1999 - 2001,
Form of participation: leader of the research team
Moneylender:
Further info about research:
- 2002 - 2003,
Form of participation: leader of the research team
Moneylender:
Further info about research:
- 2009 - 2010,
Form of participation: leader of the research team

Colleague CV: Dr. Berács József

Moneylender:

Further info about research:

- 2010 - 2012,
Form of participation: leader of the research team
Moneylender:
Further info about research:

Membership in scientific or professional bodies/organizations

- 1982 - 1992, ,
, international
- 1985 - 1998, ,
, international
- 1992 - 2004, ,
, national
- 1995 - 2004, ,
, international
- 1999 - 2006, ,
, national
- 1995 - , ,
, international
- 2006 - 2009, ,
, international
- 2005 - 2009, ,
, international
- 2009 - , ,
, international
- 2009 - , ,
, international
- 2010 - , ,
, national
- 2011 - , ,
, national

Board memberships and positions

- 1998 - , ,
- 1995 - , ,
- 2005 - 2009, ,
- 2007 - , ,
- 2009 - , ,
- 2007 - 2009, ,
- 2009 - , ,
- 2012 - , ,

Colleague CV: Dr. Berács József

- 2011 - , ,

Expert consultancy activities

- 1978 - 1985
 - 1993 - 1995
 - 2005 - 2007
 - 2010 - 2012
 - 2008 - 2012
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Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)

Contacts

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Consulting hours:

Hétfő, 13:00-14:30