



O predavaču:

Krisztián Szűcs obtained his MSc in Marketing diploma from the Faculty of Business and Economics at the Janus Pannonius University in Pécs, Hungary, in 1999. He subsequently pursued his doctoral studies, which he completed in 2008. In 2018, he was awarded a habilitation degree. He has been employed as an assistant lecturer in the Marketing Department since 2002. Since 2018, he has been working as an associate professor in the Marketing and Tourism Department.

His teaching expertise encompasses marketing research and marketing strategy, in addition to consumer behaviour and branding strategy. His research focuses primarily on the evolving methodologies of applied marketing research in the digital era and the models of omnichannel consumer decision-making.

Since 2009, he has been involved in the management of the School, serving as Vice Dean for a period of 11 years. He is currently Head of the Marketing and Tourism Department and Dean's Advisor for International Accreditations.

O temi:

„Turning Challenges into Opportunities: The Future of Internationalisation”

In an era characterised by global uncertainty and rapid change, universities face unique challenges in advancing their internationalisation agendas. From shifting geopolitical landscapes and evolving mobility patterns to the increasing role of digital learning and cross-border collaboration, higher education institutions must adapt to remain globally connected and competitive. This presentation will explore strategies for overcoming these challenges while seizing new opportunities for international engagement.