

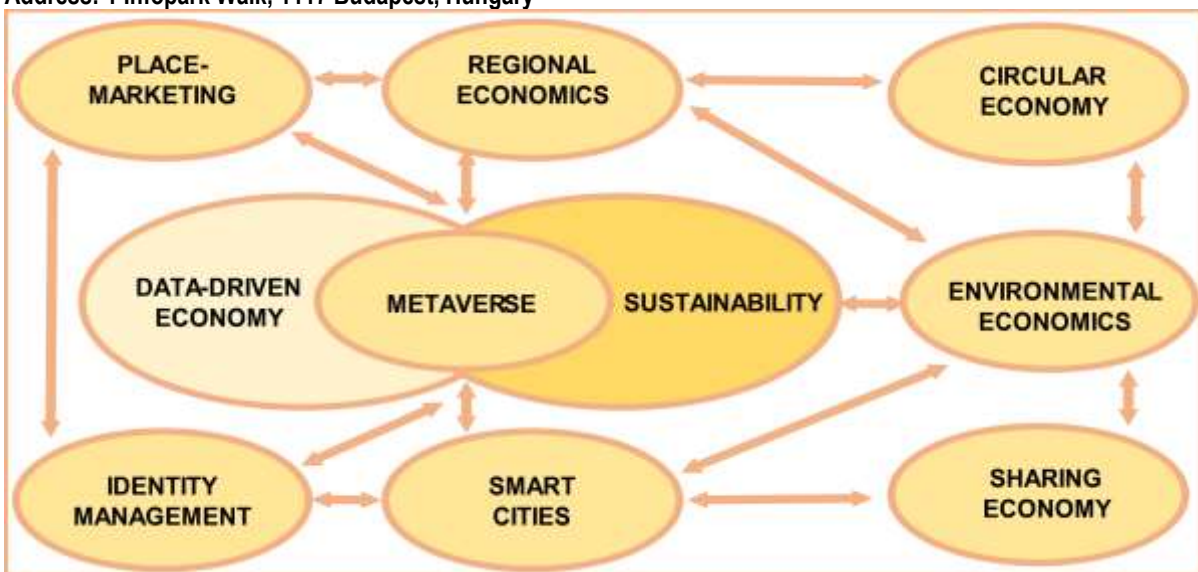
John von Neumann University

Research Portfolio

Centre for Economic Geography and Urban Marketing of the Central Bank of Hungary



Address: 1 Infopark Walk, 1117 Budapest, Hungary





- **startup and scaleup enterprises**
- **innovation ecosystems**
- **robotisation**
- **globalisation**
- **economic strategy**

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## **Zoltán Cséfalvay, professor**

Publications: <https://m2.mtmt.hu/api/author/10009694>,  
<https://scholar.google.es/citations?user=do9ANbwAAAAJ&hl=en>

He graduated from the Kossuth Lajos University of Debrecen in 1982 with a degree in history and geography. In 1986 he received a doctorate from the KLTE. In 1987 and 1988 he attended postgraduate studies at the Lajos-Miksa University (LMU) in Munich on a DAAD scholarship. From 1983 to 1990 he was a research fellow at the Institute of Geography of the Hungarian Academy of Sciences. In 1990 he was appointed Chief of Cabinet of the Ministry of Industry and Trade, a post he held until the following year, when he became Advisor to the Governor of the National Bank of Hungary. From 1995 he was acting director of the Hungarian Trend Research Centre for three years, and for two years he headed the Department of Tourism at the Kodolányi János College in Székesfehérvár. Between 1995 and 1997 he was an Alexander von Humboldt Foundation Research Fellow at the Institute of Geography at the University of Heidelberg. For the next two years he was a research project leader at the Institute for Urban and Regional Research of the Austrian Academy of Sciences, Vienna. In 1996, he received a PhD in Geography from the Doctoral Council of the Hungarian Academy of Sciences. In 1999, he habilitated at the KLTE. From 2000, he headed the Deputy State Secretariat for Regional Economic Development at the Ministry of Economy until 2002.

Since 2002 he has been a professor at the Gyula Andrásy German Language University of Budapest. Since 2003 he has been a member of the scientific council of the Institut für den Donauraum und Mitteleuropa (IDM, Institute for the Danube Region and Central Europe) in Vienna and since 2010 of the Private Urban Governance Research Network. From 2008 through 2010, he was a European Union Marie Curie Research Fellow at Cardiff University. On 2 June 2010, he was appointed by the President of the Republic as State Secretary for Economic Strategy in the newly established Ministry of National Economy. From 1 October 2014 to November 2018, he was Head of the Hungarian Permanent Mission to the Organisation for Economic Co-operation and Development (OECD), and from 1 January 2015, he was Hungary's Ambassador to UNESCO.

Since December 2020, he has been Head of the Technology Futures Workshop at Mathias Corvinus Collegium. He has been a research professor at the Knowledge Centre of the Neumann János University – Hungarian Central Bank since 2022.

Publications and areas of expertise: he has published 14 individual volumes and more than 70 papers in Hungarian, German and English journals and edited volumes on the market economy transformation in Central-Eastern Europe, globalisation, housing and labour markets, the economic impact of robotisation, and European innovation and start-up ecosystems.



- **education management**
- **administration**
- **event organization**
- **editing**

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### **Catherine R. S. Feuerverger, research fellow**

#### **Publications:**

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She completed her schooling in Brooklyn, New York. Professional qualifications: medical billing, cosmetics and office management.

In Hungary, she worked as a department and institute administrator in the Corvinus University of Budapest (2008-2015), the National University of Public Service (2016-2020) and, from 2021, at the Center for Economic Geography and Urban Marketing of the John von Neumann University.

Her tasks include operating the Center and the management of the education; the HR administration, and event organization. Professionally, editing of English publications, proofreading of English-language studies, organization of the REKO EN education promotion, editing of the Center's Face Book page. She also edits the Center's annual volumes of research.



- **economic policy of the EU**
- **sustainability and climate change**
- **geographic economy of the car industry**
- **environmental economy**
- **regional economy**
- **economy of globalization**

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**Forman Balázs**, associate professor

Publications:

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In 1995 he graduated from the Budapest University of Economics and Business Administration, majoring in Finance and minoring in Environmental Management. In 2006 he defended his doctoral dissertation at the Doctoral School of Earth Sciences and Geography, ELTE TUD. From 1995 onwards, he taught for 26 years at the Department of Economic Geography and its successors at the Budapest University of Economics and Business Administration. During these 26 years, the teaching and research profile of the Department changed frequently, and so did his teaching and research areas. His main teaching and research areas have included, at various times, the European Union and its various policies, natural resources, regional economics, policy and planning, transport economics and geography, and energy management. In addition, he has taught continuously for 18 years in Hungarian higher education beyond the borders of Hungary at the Hungarian University of Transylvania, Babes-Boyai University and Selye János University. In addition to Corvinus University of Budapest, he has taught at several universities and colleges in Hungary as a lecturer and has been an external consultant for various state institutions, municipalities and consultancy firms. He has been working at the Neumann János University since 2021. He is head of the Master's programme in Regional and Environmental Economics. He teaches courses in Natural Resources Economics, Regional Economics and Policy and Finance at the REKO Department of the Neumann János University.

He has published several books on EU regional policy, including Globalisation and Modernisation, published in 2023. He has authored several book chapters on natural resources, regional economics and financial geography. He is a member of the American Economic Association, the Hungarian Regional Science Association and the Hungarian Economic Association. He has participated in several international conferences as a speaker and session chair, organised by the RSA and the AAG. He is co-chair of the local organizing committee of the RSAI World Congress 2024 Kecskemét and member of the international scientific committee. Ambassador of the RSA in Hungary.





- **sustainability**
- **adaptation to the impacts of climate changes**

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### **Júlia Gutpintér, research fellow**

#### **Publications:**

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She pursued her university studies at the ELTE Faculty of Science where she graduated as a geographer specialised in regional and urban development in 2011. She started her professional career at the VÁTI Non-profit Ltd.

After that, between 2011 and 2013, she worked as a strategic planner-analyst at the Department Territorial Development Planning Department of the Ministry for National Economy. Between 2013 and 2019, she was an analyst at the Central Bank of Hungary. Then she worked as a researcher at the PAGEO Geopolitical Research Institute.

Between 2015 and 2019, she attended the Doctoral School of Earth Sciences of the University of Pécs, where she completed the academic requirements. Her research topic was the geopolitical aspects and consequences of income and wealth inequality.

However, her personal and academic interest has increasingly turned towards sustainability issues especially to the environmental, social and economic transformations caused by climate change and the adaptation to these changes, so she mainly conducts her research in this field.



- **roles of local values in identity evolution**
- **methodology to explore local values**
- **smart habitations**
- **smart technologies and sustainability**

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**Ádám Hagen**, acting expert

Publication: <https://m2.mtmt.hu/api/author/10078989>

In 2019 he graduated from the University of Miskolc with a Master's degree in Political Science. Since 2014 he has been working at the People's High School in Lakitelek, where he is mainly involved in the organisation of value exploration colleges in the Carpathian Basin. His research area is the role of value exploration in identity formation: This research examines how the value exploration colleges organized by the Lakitelek People's College contribute to the strengthening and preservation of Hungarian national identity. The purpose of the research is to integrate the value system represented by the colleges into national political decision-making and to promote Hungarian ethnographic, sociological, cultural and political research.

App-centric living in the 21<sup>st</sup> century: this research explores how China is exploiting the potential of smartphones and apps and the impact on Chinese society and economy. The research aims to explore the potential and challenges of the European app ecosystem and to make recommendations for the development of the European mobile app ecosystem.

Smart cities in Hungary: this research examines how Hungary is using smart city technologies to increase the sustainability and competitiveness of cities. The research aims to present the achievements and challenges of smart city programmes in Hungary and compare them with other European countries.



- **brand value measurement**
- **brand management**
- **marketing and communications strategies**
- **country brand value**

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**Barbara Jenes**, associate professor

Publications:

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Between 2006-2021 she taught various marketing courses at the Corvinus University of Budapest. She received her PhD degree in 2013. She wrote her doctoral dissertation on the topic of country brand value measurement. She joined the Centre for Economic Geography, Urban Marketing and Geopolitics of the Knowledge Centre of the Central Bank of Hungary as a researcher-teacher in 2021 and as a part-time lecturer on 1 February 2022. She has also worked as a consultant and strategic planner, and later as a group-wide strategic director for agencies such as Team Red, Young & Rubicam, Ogilvy, Geometry, VMLY&R, and many leading brands in the telecommunications, FMCG, automotive, retail, pharmaceuticals, etc. industries. She is currently a strategy consultant for several multinational companies and responsible for the business and communication strategies for major brands.

She specialises in brand building, brand value measurement, marketing and communication strategy development, and often conducts qualitative and quantitative research. Her research focuses on the theoretical and practical issues of country image, country branding, and municipal marketing.



- **sustainability**
- **environmental economics**
- **circular economy**
- **environmental policy**
- **gentle and wicked problems of social design**

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## **Sándor Kerekes, professor emeritus**

Publications:

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Between 1971-2013 he taught at the Budapest University of Technology and Economics and its predecessors. Initially, he taught chemical technology, from the mid-1980s environmental economics and environmental management. In recent years, he has been teaching mainly at Master's and PhD level. In 2003, he obtained a doctorate from the Hungarian Academy of Sciences. His textbooks on these topics are used as teaching materials by several higher education institutions.

He was the founder of the first Department of Environmental Economics at the Budapest University of Technology and Economics and a founding member of the PhD Committee in Economics at Corvinus University, and headed the specialisation in Environmental Economics and Management. Currently he acts as thematic leader at the PhD schools of Corvinus University and MATE Kaposvár Campus.

He is Vice President of the Hungarian Society of Natural Sciences and head of the Environmental Science Committee of the Hungarian Academy of Sciences. In 2018 he was awarded the Justitia Regnorum Fundamentum prize for the exceptionally high quality of his exemplary achievements in the field of environmental protection.

Since 2018 he has been Professor Emeritus at Corvinus University, teaching BA, MA and PhD courses, in Kaposvár as a lecturer for PhD and Eötvös Loránd University, specialising in law and BSc courses. In 2022 he joined the Centre for Economic Geography and Urban Marketing of the John von Neumann University as a part-time lecturer, where he teaches Environmental Economics in the Master's programme in Regional and Environmental Economics.





- **concepts and strategies of regional development**
- **allocating premises**
- **futures study**
- **economic geography**
- **cohesion policy**

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## **Attila Korompai**, assistant professor

Publications:

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He graduated from Eötvös Loránd University as a certified secondary teacher of biology and geography and taught at Corvinus University of Budapest since 1969. He obtained doctoral degree in natural sciences in 1971 and a candidate's degree in economics in 1994. His co-author book, *The Economics and Geography of Natural Resources*, became teaching material at several universities.

Besides the development of several national spatial and urban development concepts and strategies, he has contributed to the development and management of several international projects (e.g. Danube Regions, Regional Leadership in V4 Countries) and the evaluation of national and international tenders.

Since 1970 he has given lectures and seminars in Hungarian and English on theoretical, methodological and practical issues of spatial and urban development, regional policy, development plans and strategies, economic geography and natural resources, research design and future studies at international conferences in Hungary and abroad.

Founding member of the Committee for Regional Science of the Hungarian Academy of Sciences and the Hungarian Society of Regional Science. He served as member of the Board of the Hungarian Geographical Society between 1992 and 2023 and was the Hungarian representative of the Regional Studies Association and acted as President of the Hungarian chapter.

In 2021, he joined the Centre for Economic Geography and Urban Marketing at the János Neumann University, where he is involved in the preparation and teaching of the introductory course material for the degree in Regional and Environmental Economics, in addition to researching theoretical and practical issues of future research, economic geography and regional development.



- **resource economics**
- **environmental economics**
- **sustainability of the wealth perspective**
- **environmental accounting**

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**Antal Ferenc Kovács**, assistant lecturer

Publications:

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He works at the Centre for Economic Geography and Urban Marketing of John von Neumann University since 2021. His academic interests are based on decades of professional activity in engineering, finance and international relations. He holds a PhD in Engineering from the Budapest University of Technology and Economics and an MBA from Yale University, USA.

His main research topic in the nexus of macroeconomics and environmental economics is the wealth perspective of sustainability, which he sees as a suitable framework for analysing the relationship between the environment and human systems. He submitted his doctoral thesis at the Corvinus University of Budapest's Doctoral School of International Relations and Political Science, where he earlier participated in designing the course "Hungary's role in achieving global sustainability and climate goals" and where he is a guest lecturer. He is also a lecturer in the Green Finance educational program of the Central Bank of Hungary. He actively publishes research papers in Hungarian and English. Since 2021 he has been a member of the European Association of Environmental and Resource Economists.



- **national identity in the 21<sup>st</sup> century**
- **ideological systems and economic policy**
- **identity management**

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## **Andor Müller, researcher**

### **Publications:**

<https://m2.mtmt.hu/frontend/#view/Publication/SmartQuery/1127/>

He has Ph.D. degree in commerce, philosophy and political theory. Doctoral thesis: philosophy of appearance: sense, perception, emotion.

His current research interests include: the question of identity in contemporary philosophy, primarily from an ideological-historical perspective, and the comparative, economic-philosophical analysis of different ideologies.

### **Themes of his main philosophical works:**

- 1, National identity as a phenomenon
- 2, Strengthening urban identity via arts and marketing
- 3, National consciousness and economic prosperity

He has gained professional experience in commerce and politics and has been giving conference presentations on philosophy at Eötvös Loránd University for almost two decades. He has been a member of the Centre for Economic Geography and Urban Marketing of John von Neumann University since 2022.



- **country branding**
- **city branding**
- **branded entertainment**
- **marketing consultations**
- **marketing communications**

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## **Ferenc Árpád Papp-Váry, habilitated professor**

Publications:

<https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10012707&view=pubTable>

Árpád Papp-Váry PhD is a senior researcher at the Centre for Economic Geography and Urban Marketing of the János Neumann University (NJE), specialising in country and urban marketing.

In addition to NJE, he is the head of the marketing master's programme at the Budapest University of Economics and Business (BGE), Hungary's largest business school.

In addition to this, he is the head of the Marketing and Tourism programme at the PhD School of the Faculty of Economics of the University of Sopron.

In addition to university teaching, he regularly holds trainings and provides branding consultations, and his company, Márkadoktor Kft., is an accredited consultant of the Hungarian Multi Program.

Árpád is the author of several well-known marketing and branding books, the most recent of which is "Country Branding - Creating a Competitive Identity and Image", published by Akadémiai Kiadó.

According to the October 2023 data of the Hungarian Journal of Scientific Works, he is the author of 400 scientific publications, which have been cited 717 times. Hirsch index 15.

A large part of his publications is also available on his website in pdf format: <http://papp-vary.hu/>

Among the subjects taught are What makes a good place? Brand Strategy, International Branding, Market Research, Marketing Communication, Marketing Consulting. He teaches courses in both English and Hungarian at the Neumann János University. He also teaches regularly in foreign institutions, having taught in Slovenia, Bulgaria, Portugal, Romania, Czech Republic, Turkey and Kazakhstan.

He has been Vice-President of the Hungarian Marketing Association (MMSZ) for three terms. He is a jury member of more than ten marketing, advertising and PR competitions. At his former place of work, Budapest Metropolitan University (METU), he was elected by the students 3 times as Instructor of the Year, which is awarded to only one instructor out of hundreds of staff members every year. According to Kreatív magazine, the magazine of the Hungarian communications profession, "One of the country's best-known marketing teachers."



- **city marketing**
- **marketing management**
- **urban marketing strategy**
- **innovation marketing**
- **regional marketing**

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## **István Piskóti, professor**

### **Publications:**

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After graduating from the University of Economics in Budapest, he started his career at the University of Miskolc, during which he spent several years as a researcher and lecturer in Germany, at the universities of Münster, Darmstadt, Aschaffenburg and Freiberg. His main research areas were innovation marketing, business marketing and social marketing, especially in the field of marketing of municipalities and regions. He was the founder of the Innovation Management Cooperative Research Centre and was its Vice President and Research Programme Manager for four years between 2004 and 2008. He has more than 250 scientific publications and over 800 Hungarian and international references. He is a member of the editorial board of six journals. He has mentored 11 PhD students. He has taught courses at several universities (BMGE, ELTE, University of Sopron) and for two years at the end of the decade he taught marketing management, marketing strategy, PR and municipal marketing at the Neumann János University.

Since its establishment in 1994, he has been the head of the Department of Marketing, then the Department of Tourism Education and Research, and now the Institute of Tourism at the University of Miskolc, with extensive domestic and international partnerships. He has served as Deputy Rector of the University, Director of Public Relations, Deputy Dean for several terms, and for five years as Head of the Centre for Adult Education.

He has also worked as a member of the Marketing Science Subcommittee of the Hungarian Academy of Sciences, as President of the Association of Marketing Educators and Researchers (EMOK), and as a member of the Disciplinary Committee of the Hungarian Accreditation Commission.

He is the initiator and organiser of one of the most popular competitions in Hungarian higher education on the subject of city marketing, and, together with the Hungarian Marketing Association, he is a board member of the "City Marketing Diamond Award" movement.

In the practical sphere, he runs his own consultancy business, is a member of the supervisory board of several companies and is active as a manager of more than a hundred research assignments and professional projects for government, municipalities, businesses and non-profit institutions.

He joined the MNB Knowledge Centre when it was founded in 2021, teaching and researching at the Centre for Economic Geography and Urban Marketing.





- **urban regions**
- **suburbanisation**
- **social and environmental impacts of urbanisation**
- **economic geography**

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### **Júlia Schuchmann**, associate professor

#### Publications:

<https://m2.mtmt.hu/api/publication?format=html&labelLang=hun&sort=publishedYear,desc&cond=authors;eq;10029052>.

She graduated from the Faculty of Natural Sciences of ELTE in 2007 as a geographer in spatial and urban development. She completed her PhD studies at the Széchenyi István University, Doctoral School of Regional Economics, where she received PhD degree in 2014. Her PhD thesis was on the study of residential suburbanisation processes in the Budapest agglomeration. During her professional career, she gained research experience as a research assistant at the Institute of Regional Studies of the Centre for Economic and Regional Studies, West-Hungary.

She has been working in higher education for eight years as a lecturer-researcher. She joined the Knowledge Centre for Economic Geography and Urban Marketing at the John von Neumann University as an Associate Professor in 2022. Her research topics include suburbanisation processes, the evolution of socio-spatial inequalities in metropolitan areas, and the social and environmental challenges of global urbanisation.

She is an active member of the Hungarian Regional Science Association and the Hungarian Urban Society. She is a member of the editorial board of the City.hu on-line urban studies review, launched in 2021, and also acts as a column head reviewer.



- **smart cities**
- **technology-driven urban development**
- **data-driven urban development**

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### **Sára Somogyi-Farkas, research fellow**

#### **Publications:**

<https://m2.mtmt.hu//api/report/1162800/actions/list?field=1&format=html>

She started her university studies at the Faculty of Natural Sciences of Eötvös Loránd University, where she graduated in 2011 as a geographer, specializing in spatial and urban development, and then completed the Urbanist specialization at the Faculty of Architecture of the BME (2010-2012). Between 2013 and 2019 he worked as an analyst at the Hungarian Central Bank. In 2016 she graduated from the Postgraduate Banking Management Programme of the International Banking Training Centre and since 2015 she is a student of the Doctoral School of Earth Sciences at the University of Pécs.

She is currently working as a researcher on the evolution of development policy instruments related to urbanism. Her research interests include: the study of smart info-communications solutions at the municipal level; how technology can support sustainability in urban areas in a people-centred way, from a variety of perspectives. How technological tools can contribute to a more effective interconnection and networking of actors involved in urban development.



- **sustainability**
- **sharing economy**
- **smart city management**
- **servitization**

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**Kinga Szabó**, associate professor

Publications:

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She graduated from the Faculty of Humanities of Eötvös Loránd University in 2006 as a teacher of English and German language and literature. In 2009 she received MA in English language and literature. He holds a PhD degree from Széchenyi István University. Her research topic is the sharing economy, her dissertation is entitled "In Trust, We Thrive and the Platforms We Use: Pillars of and a Case for the Sharing Economy". From 2021 onwards, she is a researcher at the Centre for Economic Geography and Urban Marketing at the John von Neumann University, and from 2023 onwards, she is an associate professor. She has gained professional experience at the Embassy of India, the Ministry of National Economy, the Hungarian National Bank. Her research focuses on the sharing economy, servitization and sustainability, as well as their interrelations: how and in what form the sharing economy can be an alternative to sustainable development.

At the National University of Public Service, he was involved in the writing of the textbook "Service Process Management in Public Administration" and the electronic course book "Public Service in Digital Prosperity".



- **soft power**
- **innovation ecosystems**
- **science diplomacy**
- **geopolitics of technology**

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**Szabolcs Szolnoki**, research assistant

Publications:

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He is Deputy State Secretary for Technology at the Ministry of Economic Development and a research assistant at Neumann János University. He graduated from the Doctoral School of Earth Sciences of the University of Pécs, Hungary, and served in Israel as a science and technology attaché from 2017-2021. He has worked at public companies including the Hungarian National Trading House and Express Innovation Agency. As project leader, he managed the exploitation and dissemination of start-up and R&D project results. Also, he managed the implementation of several EU funded projects (Interreg and Horizon programs). He currently supervises the implementation of various project with direct EU funding. He is founding president of the Association of Innovative Initiatives for International Humanitarian Technology Transfer and member of the Hungarian Geographical Society. He initiated several IT-focused projects, with a special focus on technological, market and geopolitical trends in cyber security.

His research topic, and the subject of her PhD dissertation, is technological and innovation readiness and related country marketing in Israel's soft diplomacy toolbox.

Subjects taught. Benefits of foreign economic relations, Hungarian innovation, start-ups.



- **industrial policy**
- **circular economy**
- **theoretical economics**

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## **László Trautmann, associate professor**

### **Publications:**

<https://m2.mtmt.hu/api/author/10009748>

László Trautmann graduated in 1990 from the then Budapest University of Economics, where he also took up a position first in the Department of Political Economy and later in the Department of Microeconomics. From 2004 through 2019 he was Head of the Department of Microeconomics. From 2004 through 2014 he was Dean of the Faculty of Economics. He defended his Ph.D. thesis in 1997, became associate professor in 2001 and habilitated at the Corvinus University of Budapest in 2014. He was appointed Associate Professor at the János Neumann University in 2023.

Since 2004 he has been editor-in-chief of the Review of Economic Theory and Policy. In 2022, a new journal was launched with the support of the Budapest Chamber of Commerce and Industry, which he also editor-in-chief under the title World Politics and Economics. Since 2010 he is the President of the Section of Development Economics of the Hungarian Economic Association, and the results of the section are regularly published on its website ([fejlodesgazdasagtan.hu](http://fejlodesgazdasagtan.hu)).

His research interests include industrial policy, with a special focus on technological planning the economic policy context of technology planning, the analysis of the theoretical and practical implementation of the circular economy, the analysis of different time horizons, short, medium and long term economic policy processes, related theoretical economics, classical political economy and modern political economy.





- **environmental information systems**
- **urban studies**
- **e-government**
- **urban marketing**
- **national identity and heritage planning**
- **VR technologies in economics**

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### **István Tózsza, professor**

Publications:

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Between 1979-1999 he was a research fellow at the Institute of Geography of the Hungarian Academy of Sciences, where he started working on the computer evaluation of satellite images, and later participated in the creation and application of the first Hungarian geographical information systems in agro-ecological and urban ecological research. Between 2000 and 2019, he was head of department and institute in the field of public administration and administrative urbanism at the College of Public Administration and its successors (Budapest University of Economics and Public Administration, Corvinus University of Budapest, National University of Public Service). His main research profile was content development in e-Government. From 2021, he is head of the Centre for Economic Geography and Urban Marketing, John von Neumann University.

His areas of expertise and focus of academic work include: urban studies, urban development, municipal studies, urban marketing, regional economic geography, identity management, national heritage management. Honours: 1984, 1987, 1995 MTA Research Awards (Youth, Researcher of the Year, Outstanding Research Achievement), in 2011 Apáczai Csere János Award for his work in higher education, in 2012 Hungarian Order of Merit Cross for the creation of e-Government schools.

In addition to his academic work, he focuses on scientific dissemination and has written and edited hundreds of journal articles and several books.