

CURRICULUM VITAE
of
DR. ISTVÁN ESZES Ph.D.

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BUSINESS EXPERIENCE

2001 – 2007	Vice Rector, Budapest Business School
2007 - 2013	Albacomp, Member of the Board of Supervisors
1997- 1999	OTP Bank Rt, National Savings Bank PLC Member of the Board of Supervisors
1994 - 2009	SZÜV Rt, Computer PLC Head of the Board of Supervisors
1991- 1999	HUNGALU Rt, Hungarian Aluminium PLC Head of the Board of Supervisors
1987- 1990	FLEXYS Manufacturing Automation Ltd. (US - Austrian - Hungarian Joint Venture) Managing Director
1983- 1986	MTA SZTAKI Computer and Automation Research Institute of the Hungarian Academy of Sciences Managing Director
1976- 1982	National Bureau of Computer Applications

TEACHING POSITIONS

1990 -	College of Management and Business Studies, Budapest <ul style="list-style-type: none">• Professor of Marketing University of Lincolnshire and Humberside, Hull (a joint teaching programme with CMBS) <ul style="list-style-type: none">• Senior lecturer in Marketing University of Economic Sciences, Budapest <ul style="list-style-type: none">• Senior lecturer in Strategic Management• Senior lecturer in Online Marketing
2006 -	ESSCA, Budapest <ul style="list-style-type: none">• e-Marketing• Strategic Marketing• Business Simulation Games

OTHER ACTIVITIES

1997	Registered Marketing Expert MMSZ 66/1997
1992 -	Member of the TEAM EUROPE HUNGARY Promoting the EU in Hungary
1993 - 94	National Campaign Leader at the parliamentary elections

EDUCATION

1998 - 2000	PhD of Economic Sciences
1980	Doctor's Degree from Economic Sciences

1976 (Technische Hogeschool Twente, The Netherlands -
University of Economics, Budapest)
1970 Master's Degree - University of Economics, Budapest
Gymnasium of the Benedictine's Order, Pannonhalma

PUBLICATIONS

over 100 publications in different computer and business papers

RESEARCH AND TEACHING INTERESTS

Online Marketing
e-Commerce
International Marketing
Comparative Marketing
Marketing Strategies
Strategic Management

LANGUAGES

Hungarian (native), German (fluent), English (fluent),
Russian (basic)

COMPUTER SKILLS

Languages	Fortran, Algol, Basic
Operating systems	DOS, Windows, OS X
Application sw	Office, FrontPage, ExpressionWeb
Networks	Compuserve, Internet

FELLOWSHIPS

Internet Society
Web Marketing Association
Hungarian Economists' Society
Hungarian Marketing Association
Johann von Neumann Computing Society
Management and Organisation Society

PERSONAL DETAILS

Date of birth	October 29, 1951, Keszthely, Hungary
Married	since 1982 with Dr. Ágota Podlovics