



UNIVERSITY OF PÉCS
Faculty of Business and Economics

SZABINA MIKEINÉ DR. VÉGI

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Nationality: Hungarian

Date of birth: 06.01. 1984

Sex: female

Workplace: University of Pécs (UP), Faculty of Business and Economics (FBE), Marketing and Tourism Department

Job position: assistant lecturer

EDUCATION AND TRAINING

PhD

2025

University of Pécs Faculty of Business and Economics, Doctoral School of Regional Policy and Economics

Economist MSc

2008

University of Pécs Faculty of Business and Economics

Erasmus Student Scholarship

2007

Fachhochschule Wiener Neustadt GmbH

[SJ1] megjegyzést írt: Minden megszerezett fokozatot és képesítés időrendben visszafelé kell megadni min. a diplomaszerzésig és maximum a középfokú végzettségig.

JOB POSITIONS

Assistant Lecturer | University of Pécs, Faculty of Business and Economics

2025 – Present

Key responsibilities: Teaching and research activities.

Head of Sales | Xavin Vendéglátó Kft.

2022 – Present

Key responsibilities: Developing sales strategies, managing partner relations, increasing revenue, leading the sales team.

Owner | Inscore Media Kft.

2012 – 2022

Key responsibilities: Company management, client acquisition, digital marketing campaigns, project management.

Sales Team Leader | Jacob Fleming Group

2008 – 2018

Key responsibilities: Leading the sales team, B2B client negotiations, achieving sales targets, organizing training sessions.

Innovation Intern | Pécs-Baranya Chamber of Commerce and Industry

2007 – 2008

Key responsibilities: Supporting innovation projects, conducting research, preparing grant applications, liaising with companies.

Marketing Intern | Harkány Thermal Spa Plc.

2006

Key responsibilities: Creating promotional materials, assisting in event organization, market research.

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	B2	B2	B2
German	B1	B1	B1	B1	B1

Language exams:

English – Advanced Professional Proficiency (C1)

TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own Course Development (Y/N)	Joint Course Development (Y/N)
Marketing	BSc	Hungarian	N	N	Y
Lodging & Hotel Management	BSc	English	N	Y	N
Tour Operation & Event Organisation	BSc	English	N	Y	N
Marketingpsychology	BSc	Hungarian	Y	Y	N
Contemporary Consumer Behaviour	MSc	English	N	N	Y
Sustainability and Responsibility	MSc	Hungarian	Y	Y	N
Global Marketing	MSc	English	N	N	Y



RESEARCH INTRESTS AND PROJECTS

Project Name	Title	Responsibilities
OTKA K 142571	Opportunities and prospects for the development of smart destinations and smart tourism in Hungary, with special emphasis on the challenges of the post-pandemic period	

PUBLICATION HIGHLIGHTS

Csapó, J., Végi, Sz. | 2025 | Current Issues in Tourism
Navigating the nexus of innovation and insight: an umbrella review and thematic clustering of smart tourism evolution

Csapó, J., Végi, Sz. | 2023 | Modern Geográfia
Seasonality Research in the Context of Smart Tourism – Evidence for an Empirical Research Gap

Csapó, J., Csóka, L., Gonda, T., Végi, Sz. | 2023 | Marketing & Menedzsment
A digitalizációhoz köthető recens hazai turisztikai fogyasztói szokások elemzése

The detailed list of publications is available in the Hungarian Scientific Bibliography at:
Publications in MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=authors10015785>

PROFESSIONAL EXPERIENCE – THE WORLD OF PRACTICE

Memberships			
Name	Date	Role	Responsibilities
EMOK - Association for Marketing Education and Research	2025-	Member	Participation in annual conferences and professional programs.

FURTHER SKILLS AND COMPETENCIES

Proficient in the use of the following programs: MS Excel, PowerPoint, Prezi, SPSS.