

Date of birth: 1983

Szabolcs Prónay

Associate professor
University of Szeged - HUNGARY

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Skills

- **Teaching in English**
  Award for Best Young Lecturer of the University of Szeged (2020)
- **Talent supervision**
  300+ final thesis, 9 PhD Student
- **Project management**
  Leading 6 international Erasmus+ educational project
- **Public speaking**
  TEDx presenter

Education

2006 — University of Szeged
MSc of Economics and Business

2011 — University of Szeged
PhD in Economics - Consumer Behavior

2019 — University of Szeged
Habilitation in Economics - Innovation acceptance

Work experience

since 2006 — **Associate professor**
University of Szeged Faculty of Economics and Business Administration
- Lecturer: Marketing; Consumer behavior
- Researcher: Consumer behavior & Innovation acceptance
- Visiting lecturer at Porto (Portugal); Valencia (Spain); Ostrava (Czech Republic); Le Havre (France)

2011 - 2015 — **Technology marketing manager**
Directorate of R&D&I of University of Szeged
- Supporting the technology transfer
- Market analysis of innovative technologies

2015 - 2020 — **Founder & Marketing consultant**
Innoversity Ltd.
- SME consultancy
- Start-up support

since 2016 — **National representative and project coordinator**
EU Erasmus+ International Strategic Partnerships
- Participation in international partnership
- Fostering student's entrepreneurship competences

2018 - 2021 — **Head of International Relations**
University of Szeged Faculty of Economics and Business Administration
- Supporting the internationalization of the Faculty

Awards

„Kürthy Pál" Award Winner for the **Best young marketing scholar** – Hungarian Academy of Science (2007)

"Best male lecturer" award - Faculty of Economics and Business Administrations (2018 & 2021)

"**Best Young Lecturer of the University**" - University of Szeged (2020)

"Csada László" Award in recognition of **outstanding achievements in the field of consumer protection** - Regional consumer-protection Asssociation (2023)

Scientometrics

No. of scientific journal articles: **109**
in English: ***39***

Citation: **179**

H-index (Google Scholar): 9

Google Scholar: **CLICK HERE**

Professional memberships

- Hungarian Academy of Science, Committee of Economics – Member of the public body (2013-)
- Hungarian Academy of Sciences, Committee of Economics, Subcommittee of Marketing – Elected member of the board (2022-)
- Hungarian Academy of Sciences, Committee of Economics, Subcommittee of Marketing, Consumer Behaviour Working group – Secretary (2022-)
- Association for Marketing Research and Education – Board member (2018-)
- Association for Creative Education - Founding member (2021)
- Marketing Club (2006) & Innovation Club (2011) of University of Szeged - founding member
- Journal of the Knowledge Economy (Springer) (2015) & Hungarian Management Journal (2023) - Guest editor

Research

Field of interest:

- **Consumer Behaviour -** analysing customers' product and brand choices based on their personal characteristics.
- **Innovation Acceptance -** Using quantitative segmentation to understand customer response to innovation.
- **Autonomous vehicles -** developing innovative ways to measure human reactions and social acceptability of autonomous vehicles.

Research group:

- *Autonomous Vehicle Readiness Research Group*
  - Researcher & founding member (2021-)
- Who we are: CLICK HERE (HOMEPAGE)

Top 5 publications

Palatinus, Z., Volosin, M., Csábi, E., Hallgató, E., Hajnal, E., Lukovics, M., Prónay S.... Majó-Petri, Z. (2022). **Physiological measurements in social acceptance of self driving technologies**. SCIENTIFIC REPORTS (H-Index: 282), 12(1), 13312

Lukovics, M., Prónay, S., Majó-Petri, Z., Kovács, P., Ujházi, T., Volosin, M., ... Keszey, T. (2023). **Combining survey-based and neuroscience measurements in customer acceptance of self-driving technology**. TRANSPORTATION RESEARCH PART F - TRAFFIC PSYCHOLOGY AND BEHAVIOUR (H-Index: 109), 95, 46–58.

Pronay, S., Keszey, T., Buzás, N., Sakai, T., & Inai, K. (2022). **Performance of university technology transfer offices.** INTERNATIONAL JOURNAL OF PRODUCTIVITY AND PERFORMANCE MANAGEMENT (H-index: 71), 71(4), 1343–1364.

Prónay, S., & Buzás, N. (2015). **The Evolution of Marketing Influence in the Innovation Process: Toward a New Science-to-Business Marketing Model in Quadruple Helix**. JOURNAL OF THE KNOWLEDGE ECONOMY (H-index: 38), 6(3), 494–504.

Huszár, S., Majó Petri, Z., Dinya, L., & Prónay, S. (2023). **Investigating a MOOC educational model and the attitude of university students towards digital education.** International Journal of Technology Enhanced Learning (H-index: 25), 15(2), 123.

Other international publications

1. Lipták, L., & Prónay, S. (2021). The effect of external reference price on the consumers price perceptions In “Post-traumatic marketing: virtuality and reality” – Proceedings of the EMOK 2021 International Conference (pp. 325–334).

2. Huszár, S., Prónay, S., & Buzás, N. (2020). Unfolding the factors affecting female scientists’ intentions in spin-off creation. In Gender, Science and Innovation (pp. 261–281).

3. Lipták, L., & Prónay, S. (2020). Using controversial values in CSR communication – analysing the Coca-Cola #loveislove campaign. In EMAC 2020 Annual Conference.

4. Huszár, S., Prónay, S., & Buzás, N. (2016). Examining the differences between the motivations of traditional and entrepreneurial scientists. JOURNAL OF INNOVATION AND ENTREPRENEURSHIP, 5(1).

5. Pető, D., Prónay, S., Lipták, L., & Buzás, N. (2020). Analysing the parent-child differences in evaluating the eating behaviour of primary school pupils. In EMAC 2020 Annual Conference (pp. R2020-83397).

6. Pető, D., & Prónay, S. (2019). The impact of reference groups on the young adults’ nutrition habits. In Proceedings of the 3rd Central European PhD Workshop on Economic Policy and Crisis Management (p. 208).

7. Kazár, K., & Prónay, S. (2018b). My brand, our festival – Exploring the impact of self-image congruency on loyalty in case of music festivals. In 47th EMAC Conference.

8. Pető, D., & Prónay, S. (2018a). An exploratory study of the choice of unhealthy foods of young adults. In Marketing Challenges, Innovations and Trends in Emerging Markets, 9th EMAC Regional Conference, 12th-14th September, 2018, Prague, Czechia (p. 57).

9. Sándor, H., Szabolcs, P., & Norbert, B. (2018). Changing Approach in Innovation Education: The Perception of Frugal Innovation at Higher Education. In Academic Proceedings of the 2018 University-Industry Interaction Conference (pp. 160–172).

10. Sándor, H., Szabolcs, P., & Norbert, B. (2017). Do scientists differ in their expectations towards technology transfer offices? In Academic Proceedings of the 2017 University-Industry Interaction Conference (pp. 176–189).

11. Szabolcs, P., Norbert, B., Tamara, K., Takayuki, S., & Kensuke, I. (2017). Making The Case For Business Identity Building In Technology Transfer Offices – Examining The Factors That Shape The Stakeholders Perceptions On The Success Of University TTO’s. In Leaving Footprints.

12. Huszár, S., Prónay, S., Buzás, N., Kenji, K., Taka, S., & Kensuke, I. (2016). Cultural Differences in Scientists’ Attitudes Towards Patenting: A Comparison of Hungary and Japan. In Academic Proceedings 2016 University-Industry Interaction Conference (pp. 85–97).

13. Prónay, S., Buzás, N., Keszey, T., Takauyi, S., & Kensuke, I. (2016). University innovations for sale – analyzing the technology transfer activities of European and Japanese universities from the perspective of Science to Business marketing. In EMAC 2016. 45th EMAC Annual Conference (pp. 142–150).

14. Prónay, S., & Hetesi, E. (2016). Symbolic consumption in the case of brand communities. SOCIETY AND ECONOMY, 38(1), 87–102.

15. Sándor, H., Szabolcs, P., & Norbert, B. (2016). Investigating the intention to create spin-offs in higher education. In ICUBERD 2016 Book of Papers (pp. 104–117).

16. Huszár, S., Prónay, S., & Buzás, N. (2015c). Drawbacks of spin-off creation in higher education: a Central European perspective. In Proceedings of 8th International Conference for Entrepreneurship, Innovation and Regional Development (pp. 502–517).

17. Szabolcs, P., & Norbert, B. (2015). On The Marketing Challenges Of Early Stage Technology Transfer From The University Point Of View. In Academic Proceedings of the 2015 University-Industry Interaction Conference: Challenges and Solutions for Fostering Entrepreneurial Universities and Collaborative Innovation (pp. 214–230).

18. Hetesi, E., & Prónay, S. (2014b). Scientific activities and performance of young business scholars in Visegrad countries. In Leveraging success of young scholars in business discipline (pp. 155–181).

19. Hetesi, E., & Prónay, S. (2014c). Scientific advancement in the field of business studies and academic promotion system in Hungary. In Leveraging success of young scholars in business discipline (pp. 25–39).

20. Prónay, S., & Buzás, N. (2014). The Role of Partnership in Science to Business Marketing. In Conference Proceedings of the 13th International Science-to-Business Marketing Conference on Cross Organizational Value Creation (pp. 179–189).

21. Prónay, S., & Hetesi, E. (2014). Symbolic Consumption in Case of Brand Communities. In Proceedings of the 1st International Conference on Finance and economics, 2014 (ICFE 2014) (pp. 603–617).

22. Sándor, H., Szabolcs, P., & Norbert, B. (2014). Researchers' Motivation And Expectation In Connection With Patenting And Technology Transfer Offices In Hungary. In Academic Proceedings, 2014 University-Industry Interaction Conference: Challenges and Solutions for Fostering Entrepreneurial Universities and Collaborative Innovation (pp. 272–285).

23. Vilmányi, M., Hetesi, E., & Prónay, S. (2014). The effect of dynamic relationship capability on B2B loyalty. In 30th International Marketing and Purchasing Group (IMP) Conference.

24. Prónay, S., & Buzás, N. (2013). On the Challenges of the Science to Business (S2B) Marketing. In Proceedings of the 6th International Conference for Entrepreneurship, Innovation and Regional Development (pp. 203–212).

25. Prónay, S., & Hetesi, E. (2012). The specific appearance of brand loyalty in generation Y consumption. EKONOMSKA ISTRAZIVANJA, 2012(Spec. 2), 33-46

26. Prónay, S., & Hetesi, E. (2011b). The specific appearance of brand loyalty in generation Y consumption. In Marketing Challenges in New Economy: 22nd CROMAR congress (pp. 700–719). Juraj Dobrila University of Pula.

27. Prónay, S., Hetesi, E., & Veres, Z. (2011). Status based consumption in Hungary. In The Diversity of research at the Szeged Institute of Business Studies (pp. 43–57).

28. Prónay, S., & Hetesi, E. (2011a). The specific appearance of brand loyalty in generation Y consumption. In Marketing Challenges in New Economy.

29. Hetesi, E., Veres, Z., & Prónay, S. (2010b). Challenges of Status Typology in a Hungarian Lifestyle Study. In Marketing i održivi razvitak (Marketing and sustainable development), Sveučilište J.J. Strossmayer u Osijeku (pp. 84–97).

30. Prónay, S., Hetesi, E., & Veres, Z. (2009b). Lifestyles and consumption in atransitional society. SLOVENSKA ZNANSTVENA REVIJA ZA TRZENJE, 9(14), 41–51.

31. Prónay, S., Hetesi, E., Veres, Z., & Vajda, B. (2009). Applicability of lifestyle-based segmentation in a hungerian market setting. In Strateško upravljanje marketingom u funkciji unapređenja kvalitete života = Strategic marketing management in a function of improving the quality of life.

32. Prónay, S., Hetesi, E., & Veres, Z. (2009a). Hungarian lifestyle segments. In 3rd MTC Conference (pp. 229–235).

33. Hetesi, E., Prónay, S., & Vajda, B. (2008). Lifestyle versus Consumption Patterns in Hungary.

34. Hetesi, E., Veres, Z., Prónay, S., & Vajda, B. (2008). Life style-based segmentation in Hungary. In Marketing Theory Challenges in Transitional Societies, 2nd International Scientific Conference (pp. 319–328).