

John von Neumann University
Economic Geography and Urban Marketing Centre
Budapest, Info Park 1.



Teaching Staff

Dr. Tibor **Bareith**, JvNU *part time* university associate professor

Prof. Dr. Anna **Dunay**, university professor at JvNU, invited by the Centre

Dr. Sára **Farkas**, JvNU *full-time* university assistant professor

Catherine R. **Feuerverger**, JvNU *full-time* department administrator

Ádám **Hágen**, JvNU *part-time* researcher contracted by the Centre

Dr. Barbara **Jenes**, JvNU *part-time* university associate professor

Dr. Botond **Kálmán**, associate professor at JvNU, invited by the Centre

Prof. Dr. **Kerekes** Sándor, JvNU *full-time* university MA leader professor

Dr. Attila **Korompai**, JvNU *part time* associate professor contracted by the Centre

Dr. Antal Ferenc **Kovács**, JvNU *full-time* university assistant professor

Prof. Dr. Róbert **Magda**, university professor at JvNU, invited by the Centre

Dr. Júlia **Schuchmann**, JvNU *full-time* university associate professor

Dr Zoltán **Subecz**, associate professor at JvNU, contracted by the Centre

Dr. László **Trautmann**, JvNU *full-time* university associate professor

Prof. Dr. István **Tózsza**, JvNU *full-time* university professor, head of the Centre

Prof. Dr. Zoltán **Zéman**, university professor at JvNU, invited by the Centre



- **food inflation**
- **profit persistence**
- **price transmission**

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Dr. Tibor Bareith associate university professor

Publications: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10050103>

He taught at the University of Kaposvár and its successor institutions, and from 2021 he also taught at the Hungarian University of Agriculture and Life Sciences (MATE). He has taught across BSc, MSc and PhD programmes, with a strong emphasis on econometrics and applied finance. His regular teaching portfolio has included Econometrics (MSc) and Econometrics I–II (PhD), as well as Behavioural Finance (MSc), Investment Analysis and Risk Management (MSc), Advanced Finance (MSc), Financial Market Analysis (MSc), Investments (BSc) and Corporate Finance (BSc). Since 2020, he has also been a contract lecturer at the Sapientia Hungarian University of Transylvania (Csíkszereda campus), where he teaches Advanced Corporate Finance (MSc), Managerial Accounting (BSc) and Controlling (BSc).

Beyond teaching, he has been active in academic talent development and doctoral supervision. Students prepared under his guidance for the National Scientific Students' Associations Conference (OTDK) achieved a second prize, a third prize, and a special award.

His research has been supported by competitive national excellence funding. He received postdoctoral scholarships under Hungary's New National Excellence Programme (ÚNKP) in 2021–2022 (empirical evaluation of inflation targeting in Hungary) and 2022–2023 (whether monetary policy can stabilise food price inflation). Earlier, as a doctoral student, he was awarded UNKP scholarships in 2016–2017 (profitability of Hungarian farms by farm size) and 2018–2019 (profit persistence in the Hungarian pig sector). In 2020, he received the Balogh László Prize (2019/2020) and was voted Best Lecturer of the 2019/2020 academic year by student ballot at the Faculty of Economic Sciences of the University of Kaposvár.

He has also contributed to collaborative research groups and externally funded projects. Between 2017 and 2021, he worked as a junior researcher in the EFOP project on agroforestry as a new development pathway, focusing on the economics of agroforestry. In 2021–2022, he participated as a researcher in the BIOEASTsUP Horizon 2020 project (No. 862699), exploring areas with high agroforestry potential in BIOEAST countries, and was a member of a research team supported by the Hungarian National Bank's Green Finance Research Initiative Award on green finance instruments applicable to agricultural finance. He has been a scientific committee member of the World Conference on Management, Business and Economics (WorldMBE) since 2022 and a member of the Somogy County organisation of the Hungarian Economic Association since 2015.



- **education organisation**
- **administration**
- **event organisation**
- **editing**

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Catherine R. Feuerverger department administrator

Publications: <https://m2.mtmt.hu/api/publication/33650765>

She completed her schooling in Brooklyn, New York. Her professional qualifications include medical billing, cosmetics and office management.

In Hungary, she worked as a departmental and institutional administrator in higher education at the Corvinus University of Budapest (2008-2015), the National University of Public Service (2016-2020) and, since 2021, at the Economic Geography and Urban Marketing Centre at Neumann János University's Budapest Campus in Info Park.

Her responsibilities include operating the Centre and aiding students' education, staying permits and hostel problems, the HR administration of the lecturers, operation of the department between the Kecskemét University centre and the Budapest campus and event organisation. Her professional duties include editing English publications, proofreading English-language studies, organising the Regional and Environmental Economics Master Program (REKO). She works in promoting and editing the Centre's Facebook page. She edits the Centre's annual study volumes, that are published to report on the research activities.



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

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Dr. Sára Farkas assistant university professor

Publications: <https://m2.mtmt.hu/api/author/10072681>

She began her university studies at the Faculty of Natural Sciences of Eötvös Loránd University, where she graduated in 2011 with a degree in geography, specialising in regional and urban development. She then completed a specialist engineering course in urban planning at the Faculty of Architecture of the Budapest University of Technology and Economics (2010-2012). As part of her professional experience, she worked at the Department of Spatial Development Planning of the Ministry of National Economy between 2011 and 2013. Between 2013 and 2019, she was an analyst at the Hungarian National Bank. In 2016, she obtained a diploma in the Postgraduate Banking Management Programme at the International Bank Training Centre, and since 2015 she has been a student at the Doctoral School of Earth Sciences at the University of Pécs than at the Doctoral School of Management and Business Administration at the John von Neumann University. She received her PhD in December 2025.

She currently works as a researcher, focusing on the development of urban development policy tools. Her research area is the examination of smart, information and communication solutions at the municipal level, presenting, from a variety of perspectives, how technology can support sustainability in urban areas in a people-centred way. How technological tools can contribute to more effective networking and connectivity among stakeholders interested in urban development.



- **methodology of value exploration**
- **the role of local values in identity formation**
- **applications of value conservation**
- **smart technologies and sustainability**

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Ádám Hagen researcher

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

Born in Hajdúnánás in 1991, he completed his secondary education at the Vasvári Pál Grammar School in Nyíregyháza. In 2019, he graduated with a master's degree in political science from the University of Miskolc. Since 2014, he has been working at the Lakitelek Folk High School, where he is mainly involved in organising value exploration colleges in the Carpathian Basin. Since 2020, he has been working as a lecturer at Neumann János University.

His research focuses on the role of value exploration in identity formation: This research examines how the value exploration colleges organised by the Lakitelek Folk High School contribute to strengthening and preserving Hungarian national identity. The aim of the research is to incorporate the values represented by the colleges into national policymaking and to promote Hungarian ethnographic, sociological, cultural and political research.

Application spaces in the 21st century: this research examines how China is exploiting the opportunities offered by smartphones and applications and what impact this is having on Chinese society and the economy. The aim of the research is to explore the potential and challenges of European application spaces and to make recommendations for the development of the European mobile application ecosystem.

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



- **brand value measurement**
- **brand management**
- **marketing and communication strategies**
- **country brand value**
- **country image, country image measurement**
- **place marketing**

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Dr. Barbara Jenes associate university professor

Publications:

<https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10033288&view=simpleList>

Between 2006 and 2021, she taught various marketing subjects at Corvinus University of Budapest. She wrote her doctoral dissertation on the topic of country brand value measurement and obtained her PhD degree in 2013. She joined the Economic Geography and Urban Marketing Centre as a lecturer and researcher in 2021, and then as a part-time lecturer on 1 February 2022. In addition, she has worked as a consultant and strategic planner, then as a group-level strategic director (CSO) at agencies including Team Red, Young & Rubicam, Ogilvy, Geometry, and VMLY&R, for numerous leading brands in the telco, FMCG, automotive, retail, pharmaceutical, and other industries. She is currently a strategic consultant for several multinational companies, responsible for the business and communication strategies of major brands.

Her areas of expertise include brand building, brand value measurement, marketing and communication strategy development, and she also frequently conducts qualitative and quantitative research. Her research examines theoretical and practical issues related to country image, country branding and place marketing.

Subjects taught: What makes a place good? Project Task I. Project Task II.

Since 2008, she has been assisting in the organisation of the Scientific Student Conference (TDK) at Corvinus University of Budapest, initially as a section secretary, then as secretary of the Faculty of Business Administration TDT and as a member of the University Scientific Student Council (ETDT). She is a regular member of the jury of the National Scientific Student Conference.

Awards: 2012: Certificate of Recognition for his work in the Közgáz Campus Scientific Student Circle, Corvinus University of Budapest; 2018: Outstanding Mentor Award, Corvinus University of Budapest; 2021: National Master Teacher Gold Medal.



- **sustainability management**
- **environmental economics**
- **circular economy**
- **environmental policy**
- **the tame and wicked problems of SDGs**

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Prof. Dr. Sándor Kerekes university professor

Publications:

<https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10007680>

He taught at BCE and its legal predecessors between 1971 and 2013. Initially, he taught chemical technology, and from the mid-1980s onwards, environmental economics and environmental management. In recent years, he has mainly taught at master's and PhD level. He obtained his doctorate from the Hungarian Academy of Sciences in 2003

He was the founder of the first environmental economics department at BCE and a founding member of the PhD committee for management sciences at Corvinus University, where he is the head of the environmental economics and environmental management specialisation. More than 27 students have earned PhD degrees under his supervision. He is currently a supervisor at the doctoral schools of Corvinus University and MATE Kaposvár Campus. His textbooks on these subjects are used as teaching materials by several higher education institutions.

Founding member of CEMS interfaculty group „Environmental challenges” 1996 and leader till 2011. 2012 Doctor Honoris Causa degree has been awarded for him at SGH Warsaw. From 2018 Professor Emeritus of Corvinus University Budapest. From 2023 Chairman of the Circular Economy Committee of HAS. In 2022, he joined the Centre for Economic Geography and Urban Marketing at Neumann János University on a part-time basis. From 2024 Full Professor John von Neumann University, programme leader of the Regional and Environmental Economics MA program.



- **regional development concepts and strategies**
- **site selection**
- **futurology**
- **economic geography**
- **cohesion policy**

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Dr. Attila Korompai associate university professor

Publications: _

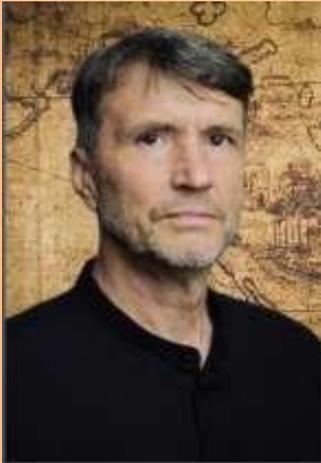
<https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10002308>

He graduated from ELTE TTK with a degree in biology and geography and became a certified secondary school teacher. He taught at a secondary school for a year and a half, then from 1969 onwards, he was involved in teaching various subjects and developing teaching materials at Corvinus University of Budapest and its legal predecessors, as well as in scientific research programmes related to future studies and the development of national, regional and local development plans, programmes and strategies, and In 1971, he obtained a doctorate in natural sciences from the university, and in 1994, he obtained a candidate's degree in economics. He was a member of the University's Teacher Training Committee and prepared the accreditation materials for the Faculty of Economics as part of the University's first accreditation. Between 1997 and 2009, he was the head of the Department of Economic Geography. The book he wrote with his colleagues, entitled The Economics and Geography of Natural Resources, was published by Aula Kiadó in several editions and became a bestseller taught at several universities. He was a member of the working group that developed the master's programme in regional and environmental economics.

In addition to developing several domestic land and settlement development concepts and strategies, he participated in the development and management of international projects (e.g. Donauregionen, Regional Leadership in V4 Countries) and the evaluation of domestic and foreign tenders. He gave lectures and seminars in Hungarian and English on land and settlement development, regional policy, development plans, theoretical, methodological and practical issues of strategies, economic geography and natural resources, research planning and issues related to futurology at domestic and foreign universities and domestic and international conferences since 1970. Several of his students have won first place at domestic and international TDK conferences.

He is a founding member of the Regional Science Committee of the Hungarian Academy of Sciences and the Hungarian Regional Science Association. He has been involved in the work of the Hungarian Academy of Sciences' Future Studies Committee since its inception. He has been a member of the Board of the Hungarian Geographical Society for several terms and, between 1992 and 2023, he was the Hungarian representative of the Regional Studies Association and the president of its Hungarian section.

In 2021, he joined the Centre for Economic Geography and urban Marketing at the John von Neumann University, where, in addition to researching theoretical and practical issues in future studies, economic geography and regional development, he is involved in the preparation and teaching of the Regional and Environmental Economics.



- **resource economics**
- **environmental economics**
- **asset-based sustainability**
- **environmental accounting**

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Dr. Antal Ferenc Kovács assistant university professor

Publications:

<https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10062656>

He has been working at the Centre for Economic Geography and Urban Marketing at Neumann János University since 1 September 2021. His academic interests are fundamentally shaped by his decades of professional experience in the fields of engineering, finance and international relations.

He holds a PhD in Engineering from the Budapest University of Technology and Economics and an MBA from the Yale University in the United States.

His main research topic in economics is asset-based sustainability, which he considers a suitable framework for the scientific description of the relationship between the environment and human systems. He submitted his doctoral dissertation to the Doctoral School of International Relations and Political Science at Corvinus University of Budapest, where he participated in the design of the course the planning of the course *entitled Hungary's role in achieving global sustainability and climate goals* and is a guest lecturer for this course. He also lectures on the MNB's Green Finance course at Neumann János University. He has published around 15 publications in Hungarian and English related to his research.

He considers the dissemination of scientific knowledge and journalistic activities to be important. Since 2021, he has been a member of the European Association of Environmental and Resource Economists.



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

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Dr. Júlia Schuchmann associate university 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 at ELTE in 2007 as a regional and urban development geographer. She completed her doctoral studies at the Széchenyi István University Doctoral School of Regional Economics, where she obtained her PhD degree in 2014. The topic of her doctoral dissertation was the examination of residential suburbanisation processes in the Budapest agglomeration. During her professional career to date, she has gained research experience as a research assistant at the Western Hungarian Scientific Department of the Institute for Regional Studies at the Centre for Economic and Regional Studies.

She has been working in higher education for 11 years as a lecturer and researcher. She has been working as an associate professor at the John von Neumann University Centre for Economic Geography and Urban Marketing since March 2022. Her research topics include suburbanisation processes, the development of socio-spatial inequalities in metropolitan areas, and the social and environmental challenges of global urbanisation. Since 2008, she has regularly published articles in Hungarian and English, which are available to the public in the Hungarian Scientific Works Repository.

She is an active member of the Hungarian Regional Science Association and the Hungarian Urban Planning Association. She is a member of the editorial board of City.hu, an online urban studies journal launched in 2021, and also participates in the journal's work as the editor of the "Háromvé" (guests-cities-opinions) column (<https://www.cityhu.net/home>).



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

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Dr. László Trautmann associate university professor

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László Trautmann graduated from the then Budapest University of Economic Sciences in 1990, where he first joined the Department of Political Economy and later the Department of Microeconomics. He headed the Department of Microeconomics between 2004 and 2019. Between 2004 and 2014, he was Dean of the Faculty of Economics. He defended his doctoral thesis in 1997, became an associate professor in 2001, and habilitated at the Corvinus University of Budapest in 2014. After a brief detour, he has been an associate professor at Neumann János University since 2023.

Since 2004, he has been the editor-in-chief of *Közgazdaság* (Review of Economic Theory and Policy). In 2022, a new journal was launched with the support of the Budapest Chamber of Commerce and Industry, of which he is also the editor-in-chief, entitled *Világpolitika és közgazdaságtan* (World Politics and Economics). Since 2010, he has been the president of the Development Economics Section of the Hungarian Economic Association, which regularly publishes its professional results on its website (fejlodesgazdasagtan.hu).

His research interests include industrial policy, with a particular focus on the economic policy implications of technological planning, the analysis of the theoretical and practical implementation of the circular economy, the analysis of short-, medium- and long-term economic policy processes, related theoretical economic research, and the study of classical and modern political economy.

He joined the Centre of Economic Geography and Urban Marketing at the John von Neumann University in 2023.



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

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Prof. Dr. István Tózsza university professor

Publications:

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He is a geographer, specialising in English language and literature. From 1979 to 1999, he was a research associate at the Hungarian Academy of Sciences, Geographical research Institute; he began working on the digital processing of satellite images, then initiated the creation and application of the first geographical information systems in Hungary in the fields of agroecological suitability and urban human health ecological research projects. Between 2000 and 2019, he was the head of the department and institute at the College of Public Administration and its legal successors (the Corvinus University of Budapest and the National University of Public Service) in the field of public administration organisation and public administration urban planning. His main research profile was the development of content for electronic public administration (e-government content development). In 2021 he established and since then has been heading the Economic Geography and Urban Marketing Centre at the John von Neumann University's Budapest campus.

In addition to his academic work, he emphasises the dissemination of scientific knowledge and has written and edited hundreds of journal articles and numerous books.

His areas of expertise and university teaching subjects include urban studies, urban and regional development, local government management, urban, regional and country marketing, regional economic geography, identity management and national heritage management. His latest research interest focusses on Virtual Reality application in education, too.

Awards: 1984, 1987, 1995: MTA (Hungarian academic) research awards (Youth, Researcher of the Year, Outstanding Research Achievement), 2011: Apáczai Csere János Award in recognition of his work in higher education, 2012: Hungarian Order of Merit for his work in establishing e-government education and development in Hungary.