



## Dr. Aranyossy Márta

Egyetemi docens / Associate Professor  
Institute for the Development of Enterprises  
Academic Organisation / Program management  
Actual classification: Associate professor  
Year of birth: 1981

## Qualifications, scientific degrees

### Higher education qualifications

- 1999 - 2004  
Corvinus University of Budapest, Corporate Finance (B)

### Scientific degrees and awards

- 2013, PhD  
Corvinus University of Budapest

## Career

### Workplaces

- 2004 - 2008  
Nova-Pack Kft., financial manager
- 2011 -  
Value-IT Kft., senior partner, consultant on the field of finance and internal audit

### Public activities in the university (memberships in university bodies)

- 2020 -  
Programme Director, BA in Business and Management
- 2015 - 2019  
Director of Corporate Affairs and Alumni, Corvinus Business School
- 2015 - 2018  
Member of the Faculty Council
- 2016 - 2020  
Member of the Corporate Affair Committee
- 2017 - 2018  
Member of the Senate
- 2016 - 2019  
Deans Cabinet
- 2019 - 2020  
Member of the Quality Assurance Committee, Corvinus Business School
- 2007 - 2008  
Alumni task force

# Colleague CV: Dr. Aranyossy Márta

## Important study tours, delegacies

- 2007, 1 week  
Helsinki School of Economics (Blocked seminars for CEMS-MIM)

## Awards, titles, honors

- 2016, Teacher of the Year  
Corvinus University of Budapest
  - 2017, Outstanding Publication Award  
Corvinus Business School
  - 2018, Pro University Medal  
Corvinus University of Budapest
  - 2019, Outstanding Publication Award  
Corvinus Business School
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## Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	
German	Intermediate	Intermediate	Advanced	

## Research, professional activity

### Major taught courses or fields of education:

Research methodology, Decision-making systems, Financial information systems, Financial analysis, Financial planning, Corporate financing, Strategic Financial Analysis, Financial Ratio Analysis and Prediction, Venture Capital Financing

### Field of science and discipline:

organization science

### Current fields of research:

business value of information technology, valuation of internet firms, e-commerce, e-governance, IT project success and failure, e-governmnet value creation

### Major research projects

- 2006 - 2006, Website business value  
Form of participation: leader of the research team  
Moneylender: Wizz Air  
Further info about research: Website business valuation in the low-cost airline industry
  - 2006 - 2006, E-payment options
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Form of participation: leader of the research team

Moneylender: Wizz Air

Further info about research: Market overview of e-payment options in Eastern Central Europe

- 2017 - , Digital Governance, Digital State  
Form of participation: member of the research team  
Moneylender: KÖFOP-2.1.2.-VEKOP-15-2016-00001  
Further info about research: E-government project success and value creation

## Membership in scientific or professional bodies/organizations

- 2016 - 2020, Representing Corvinus Business School , member  
[AmCham Hungary](#), international
- 2017 - 2020, Representing Corvinus Business School , member  
[Hungarian Business Leaders Forum](#), national
- 2017 - , representing the Institute of Enterprise Development Institute, member  
[Hungarian Project Management Association](#), national

## Board memberships and positions

- 2016 - , editor, president or member of the editorial board  
[Hungarian language](#)

## Expert consultancy activities

- 2013 -  
Value-IT Kft., Financial consultancy
- 2012 - 2017  
Corvinus Nemzetközi Befektetési Zrt., Kisvállalkozás-fejlesztő Pénzügyi Zrt., internal audit
- 2008 - 2008  
Ivy Kft., Valuation
- 2005 - 2006  
Pannonhalmi Borház Kft., Financial planning
- 2004 - 2005  
Synergon Rt., Portal valuation

## Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)

## Contacts

### Location at the university

- Building: Main building  
Room number: 387  
Extension: 0  
Main line: 0  
Fax: 0  
Internal fax: 0

# Colleague CV: Dr. Aranyossy Márta

E-mail address: [marta.aranyossy@uni-corvinus.hu](mailto:marta.aranyossy@uni-corvinus.hu)

Personal webpage: <https://hu.linkedin.com/in/márta-aranyossy-ph-d-64a71623>

## Consulting hours:

see Neptun

## Other professional profiles

LinkedIn: <https://www.linkedin.com/in/m%C3%A1rta-aranyossy-ph-d-64a71623/?originalSubdomain=hu>

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10033467>

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Scholar: <https://scholar.google.com/citations?user=uj-AIjOAAAAJ&hl=hu&oi=ao>