

Dr. Aranyossy Márta

Egyetemi docens / Associate Professor
Rektori szervezet / Vállalkozás és Innováció Intézet / Innováció és Üzleti Inkubáció Tanszék
Year of birth: 1981

Qualifications, scientific degrees

Higher education qualifications

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

Scientific degrees and awards

- 2013, PhD
  Corvinus University of Budapest
- 2023, Dr.Habil
  Corvinus University of Budapest

Career

Workplaces

- 2019 -
  Corvinus University of Budapest, associate professor
- 2023 - 2023
  Hungarian Accreditation Committee, expert
- 2014 - 2019
  Corvinus University of Budapest, assistant professor
- 2006 - 2014
  Corvinus University of Budapest, associate lecturer
- 2011 -
  Value-IT Kft., senior partner, consultant on the field of finance and internal audit
- 2004 - 2008
  Nova-Pack Kft., financial manager

Public activities in the university (memberships in university bodies)

- 2023 -
  Member of the Senate
- 2022 -
  Programme Director, MSc in Business Development
- 2025 -
  Programme leader, Agile entrepreneurship master programme
- 2020 - 2021

Programme Director, BA in Business and Management
- 2015 - 2019
  Director of Corporate Affairs and Alumni, Corvinus Business School
- 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

Important study tours, delegacies

- 2026, 1 week
  University of Maribor (Teching Digital Ethics)
- 2024, 1 week
  Simon Fraser University, Vancouver, Case-IT competition
- 2023, 1 week
  University of Minnesota, Minneapolis, CoMIS case competition
- 2019, 1 week
  Simon Fraser University, Vancouver, Case-IT competition
- 2017, 1 week
  Simon Fraser University, Vancouver, Case-IT competition
- 2016, 1 week
  Simon Fraser University, Vancouver, Case-IT competition
- 2015, 1 week
  Simon Fraser University, Vancouver, Case-IT competition
- 2007, 1 week
  Helsinki School of Economics (Teaching a blocked seminars for CEMS-MIM)

Awards, titles, honors

- 2023, Corvinus Gold Medal
  Corvinus University of Budapest
- 2019, Outstanding Publication Award
  Corvinus Business School
- 2018, Pro University Medal
  Corvinus University of Budapest
- 2017, Outstanding Publication Award
  Corvinus Business School
- 2016, Teacher of the Year
  Corvinus University of Budapest

Language skills

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

Colleague CV: Dr. Aranyossy Márta

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, Digital Business Models

Field of science and discipline:

organization science

Current fields of research:

digitalization and business value creation, technology acceptance, innovation diffusion, business models and value creation of technology firms, startup financing, entrepreneurship, entrepreneurial intent and education

Previous fields of research:

IT project success and failures, e-government

Major research projects

- 2023 - 2024, A competitive company through digitalisation - A resource-based approach
  Form of participation: member of the research team
  Moneylender: OTKA K-135604, National Research, Development and Innovation Fund of Hungary.
  Further info about research: The role of leadership in digital transformation – a paradox way to improve operational performance

- 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

- 2006 - 2006, E-payment options
  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

- 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

Membership in scientific or professional bodies/organizations

- 2024 - , committee member, member
  Hungarian Academy of Sciences, Committee on Business Administration, national

- 2017 - 2020, Representing Corvinus Business School , member
  Hungarian Business Leaders Forum, national
- 2017 - , representing the Institute of Entreperenurship and Innovation, member
  Hungarian Project Management Association, national
- 2016 - 2020, Representing Corvinus Business School , member
  AmCham Hungary, international
- 2022 - , member, member
  Hungarian Economic Association, national

Board memberships and positions

- 2023 - , Vezetéstudomány / Budapest Management Review editor-in-chief, editor-in-chief, member of the editorial team
  Foreign language
- 2016 - , Vezetéstudomány / Budapest Management Review editor, editor-in-chief, member of the editorial team
  Foreign 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

- Lisst of publications at Google Scholar
- List of selected publications and citations at Scopus
- List of selected publications at ORCID
- Full list of publications and citations can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical Hungarian academic repository)

Contacts

Location at the university

- Building: Main building
  Room number: 358
  Extension: 5432
  Main line:
  Fax:
  Internal fax:

E-mail address: marta.aranyossy@uni-corvinus.hu
Postal address: Fővám tér 8., Budapest, Hungary,, H-1098
Personal webpage: https://hu.linkedin.com/in/márta-aranyossy-ph-d-64a71623

Colleague CV: Dr. Aranyossy Márta

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

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

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Other professional profile 1: https://orcid.org/0000-0001-8878-8725

Other professional profile 2: https://www.scopus.com/authid/detail.uri?authorId=56580311400