



## 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

# Colleague CV: Dr. Aranyossy Márta

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

- 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 Entrepreneurship and Innovation, member

# Colleague CV: Dr. Aranyossy Márta

[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

- [List 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 \(MTMT\). \(MTMT is the official Hungarian academic repository\)](#)

## 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](mailto: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>

### Consulting hours:

# Colleague CV: Dr. Aranyossy Márta

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-AlJOAAAAJ&hl=hu&oi=ao>

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

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

---