

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

• 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	

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 <u>Hungarian Business Leaders Forum</u>, national
- 2017 , representing the Institute of Entreperenurship and Innovation, member

Hungarian Project Management Association, national

• 2016 - 2020, Representing Corvinus Business School , member <u>AmCham Hungary</u>, international

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

Consulting hours:

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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

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

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