Dr. Ginovszky-Bodnár Dorottya Szilvia

assistant professor
Rektori szervezet / Vezetéstudományi Intézet / Vezetés és Szervezés Tanszék
Year of birth: 1986

Qualifications, scientific degrees

Higher education qualifications

- 2004 - 2009
  Corvinus University of Budapest, Economics (egyetemi)

Scientific degrees and awards

- 2019, PhD
  Corvinus University of Budapest, Doctoral School of Economics

Career

Workplaces

- 2015 - 2024
  National Heritage Protection Development Nonprofit Ltd., Head of Tourism Department
- 2011 - 2015
  Budai and Partner Consulting Ltd., Partner
- 2009 - 2009
  Kinloch House Hotel*****, General Assistant
- 2008 - 2009
  Kraft & Associates S.A., Junior Tourism Consutant

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
German	Intermediate	Intermediate	Intermediate	No
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Research, professional activity

Major taught courses or fields of education:

Colleague CV: Dr. Ginovszky-Bodnár Dorottya Szilvia

Management and Organization; Change Management

Field of science and discipline:

social science

Current fields of research:

AI in sustainability oriented orgnaizational change

Previous fields of research:

Cultural tourism management, museum visitor experience, network governance

Membership in scientific or professional bodies/organizations

- 2025 - 2026, member of public body, member
  Hungarian Academy of Sciences, national

Expert consultancy activities

- 2008 - 2009
  Kraft & Associates S.A., Tourism development, management
- 2011 - 2015
  Budai and Partner Consulting Ltd., Tourism development, management

Publications

- Presentation of quantitative research conducted at the Almásy Castle Visitor Center in Gyula, aiming to explore the visitor experience
- Analysis of visitor experience in Hungarian museum context using the PLS-SEM algorithm
- Museum Visitor Experience
- Escapism or active involvement?: A dimension of museum visitor experience
- ANALYSIS OF VISITOR EXPERIENCE IN HUNGARIAN MUSEUM CONTEXT USING THE PLS-SEM ALGORITHM

Contacts

Location at the university

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  Room number: 363
  Extension:
  Main line:
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Other professional profiles

Colleague CV: Dr. Ginovszky-Bodnár Dorottya Szilvia

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MTMT: https://m2.mtmt.hu/api/author/10055365