# Colleague CV: Pelsőci Balázs Lajos

## Pelsőci Balázs Lajos

Research Community Director
Rektori szervezet / Kutatási és akadémiai közösségért felelős rektorhe / Corvinus Institutes of Advanced Studies
Rektori szervezet / Kutatási és akadémiai közösségért felelős rh. / Intézetek / Vállalkozás és Innováció Intézet / Innováció és Üzleti Inkubáció Tanszék
Year of birth: 1995

## Qualifications, scientific degrees

### Higher education qualifications

- 2025 -
  University of Turin, Business and Management (Entrepreneurial Studies) (PhD/DLA képzés)
- 2020 -
  Corvinus University of Budapest, Business and Management (Marketing) (PhD/DLA képzés)
- 2020 - 2024
  Corvinus University of Budapest, Teacher of Economics (Entrepreneurial Studies) (MSc/MA)
- 2018 - 2020
  Corvinus University of Budapest, Supply Chain Management (MSc/MA)
- 2013 - 2017
  Corvinus University of Budapest, Commerce and Marketing (BSc/BA)

## Career

### Workplaces

- 2025 -
  Corvinus University of Budapest, Institute of Entrepreneurship and Innovation, Department of Innovation and Business Incubation, Assistant Lecturer
- 2025 -
  Corvinus University of Budapest, Corvinus Institute for Advanced Studies, Research Community Director
- 2023 - 2025
  Corvinus University of Budapest, Corvinus Institute for Advanced Studies, Head of Secretariat
- 2022 - 2023
  Corvinus University of Budapest, Cabinet Office of the Rector, Project Manager for Academic and Domestic Affairs
- 2021 - 2022
  Corvinus University of Budapest, Student Services, Student Peer Network Team Leader
- 2019 - 2021
  Education Club of the Central Bank of Hungary, Project Manager
- 2017 - 2017
  HungaroControl - Hungarian Air Navigation Services Provider, Event and Communications Coordinator
- 2016 - 2016
  HungaroControl - Hungarian Air Navigation Services Provider, Marketing and Communications Intern

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

- 2022 - 2023
  Secretary of ETDT

### Awards, titles, honors

- 2025, Certifcate of Merit for the Efforts of Internationalisation and Research Excellence of the University
  Corvinus University of Budapest

## Language skills

| Language | Speaking | Writing | Reading | Media appearance |
|---|---|---|---|---|
| **Hungarian** | Native | Native | Native | No |
| **English** | Advanced | Advanced | Advanced | No |
| **Italian** | Basic | Basic | Basic | No |

## Research, professional activity

### Major taught courses or fields of education:

Innovation Management

### Field of science and discipline:

social science

### Current fields of research:

Innovation Management, Digitalisation, Entrepreneurial Studies, Creativity

### Previous fields of research:

Marketing, Sales Management

### Board memberships and positions

- 2023 - 2024, Editorial Assistant, editor-in-chief, member of the editorial team
  Foreign language

## Publications

- Building Bridges in Academic Publishing and Research: A Study of the Corvinus Institute for Advanced Studies

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- Global perspectives on strategic change: unpacking the managerial cognition
- Az értékesítés digitális átalakulása - Az egyéni és szervezeti technológiaelfogadást meghatározó tényezők empirikus elemzése
- The Future Potential Index for OECD Countries (2022)
- Az innováció-elfogadás és az értékteremtés kapcsolatának feltáró elemzése a FinTech innovációk példáján keresztül

## Contacts

**Location at the university**

- Building: Building C & Building E
  Room number: C.707 & E.385
  Extension:
  Main line:
  Fax:
  Internal fax:

E-mail address: balazs.pelsoci@uni-corvinus.hu
Postal address: 1093 Budapest, Fővám square 8.

**Consulting hours:**

To be discussed via e-mail

## Other professional profiles

LinkedIn: https://www.linkedin.com/in/balazs-pelsoci/

MTMT: https://m2.mtmt.hu/api/author/10077220

Scholar: https://scholar.google.com/citations?user=qecFxdUAAAAJ&hl=hu