



## 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, 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

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

# Colleague CV: Pelsóci Balázs Lajos

- 2022 - 2023  
Secretary of ETDT

## Awards, titles, honors

- 2025, Certificate 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](#)
- [Global perspectives on strategic change: unpacking the managerial cognition](#)
- [Az értékesítés digitális átalakulása - Az egyéni és szervezeti technológiaelfogadást meghatározó](#)

# Colleague CV: Pelsőci Balázs Lajos

[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:
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E-mail address: [balazs.pelsoci@uni-corvinus.hu](mailto: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>