

Szabóné Pintér Lívia

Professor of Practice/ Senior Master Lecturer
Rektori szervezet / Fenntartható Fejlődés Intézet / Turizmus Tanszék
Year of birth: 1966

Qualifications, scientific degrees

Higher education qualifications

- 2019 - 2021
  University of Buckingham, UK, Brand Marketing (MSc/MA)
- 1993 - 1996
  Long Beach City College, USA, Hospitality Management (főiskolai)
- 1986 - 1990
  University of Physical Education Budapest, HU, Sport Management (egyetemi)

Career

Workplaces

- 2010 - 2026
  Corvinus University Budapest, Professor of Practice / Senior Master Lecturer
- 2010 - 2021
  International Business School Budapest, Lecturer
- 2003 - 2005
  Los Angeles Hilton DoubleTree Hotel, Director of Sales and Marketing
- 2001 - 2002
  West Los Angeles City College, Lecturer
- 2001 - 2002
  Long Beach City College, Lecturer
- 2001 - 2002
  Sheraton Four Points Los Angeles International Airport Hotel, Business Travel Sales Manager
- 1996 - 2000
  Marriott Residence Inn South Bay Los Angeles Hotel, Director of Sales and Marketing, Senior Account Manager
- 1993 - 1996
  Marriott Residence Inn Manhattan Beach Hotel, Reservations Supervisor, Front Desk Associate
- 1992 - 1993
  Holiday Inn Torrance Hotel, Restaurant Associate, Cashier

Awards, titles, honors

- 2024, Lecturer of the Year
  Corvinus University, Sustainable Development Institute

Colleague CV: Szabóné Pintér Lívia

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes

Research, professional activity

Major taught courses or fields of education:

Tourism Marketing, Hospitality Management, Tourism and World Economy, Brand Marketing, Service Marketing, Entrepreneurship, Organizational Behavior, The System of Tourism, Tourism Entrepreneurs

Field of science and discipline:

social science

Current fields of research:

Brand marketing within the field of hospitality

Major research projects

- 2023 - 2025, Overcoming energy barriers in hotels' green programs
  Form of participation: member of the research team
  Moneylender: self financed project
  Further info about research: Our team of three carried out an action research on hotel guests' sustainable behavior, which resulted in a D1 publication:
  https://doi.org/10.1016/j.annals.2025.104061

Membership in scientific or professional bodies/organizations

- 2021 - , Member of the organization committee , member
  European Marketing Academy, international

Publications

- Overcoming energy barriers in hotels' green programs
- Sustainable and regenerative approaches in active and ecotourism, book chapter author

Contacts

Location at the university

- Building: C
  Room number: 318
  Extension:

Colleague CV: Szabóné Pintér Lívia

Main line:
Fax:
Internal fax:

E-mail address: livia.pinter@uni-corvinus.hu
Postal address: 1093 Budapest, Fővám tér 8
Additional contact details: +36303854029

Consulting hours:

Tuesday, 11:30-13:00, based on previously scheduled appointments

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Other professional profiles

LinkedIn: https://www.linkedin.com/in/livia-pinter-b20462172/