

Branding and Marketing Strategies of an International University in the New Media Era

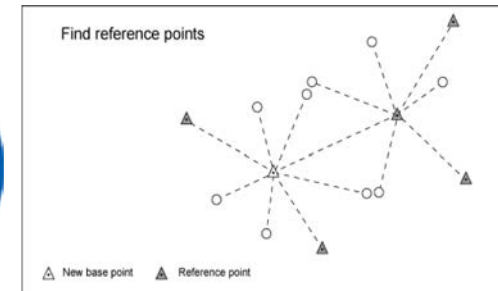


Gyula Vastag

szeedsm.eu



Széchenyi University and National University of Public Service



Visibility: RCS (Radar Cross Section) in Aviation



B-2 Bomber
(0,0001 m²)



B-52 Bomber
(100 m²)



B-25 Bomber
(3100 m²)



Építő

Dunaújvárosi Hírlap

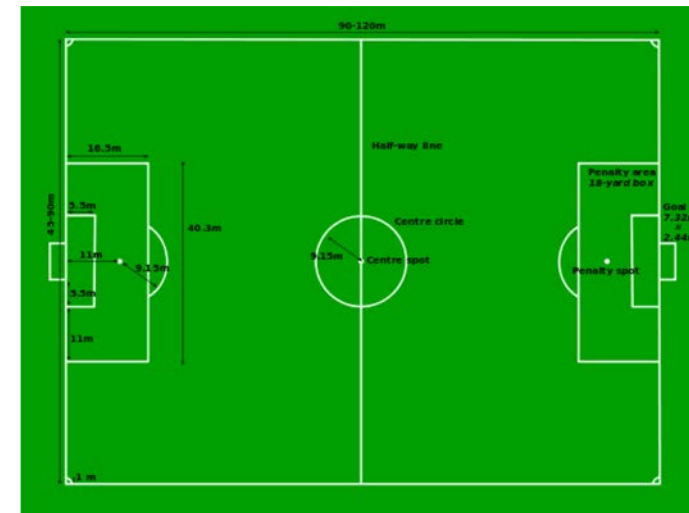


Statisztikai Szemle

MTMT

Scopus

Web of Science



Financial Times Top 50



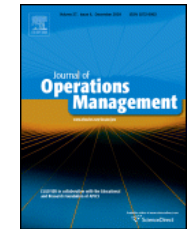
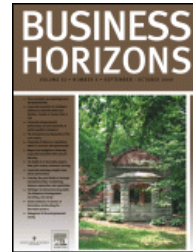
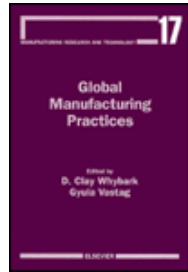
Other

Books
(by Elsevier, Pearson, etc.)
Other Journals

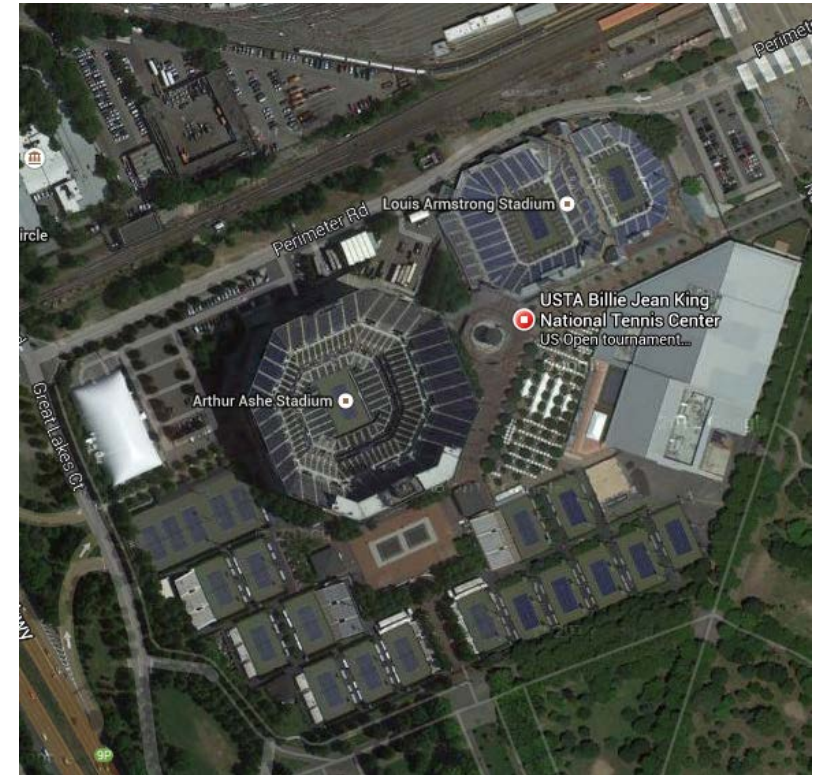
Ranked Journals

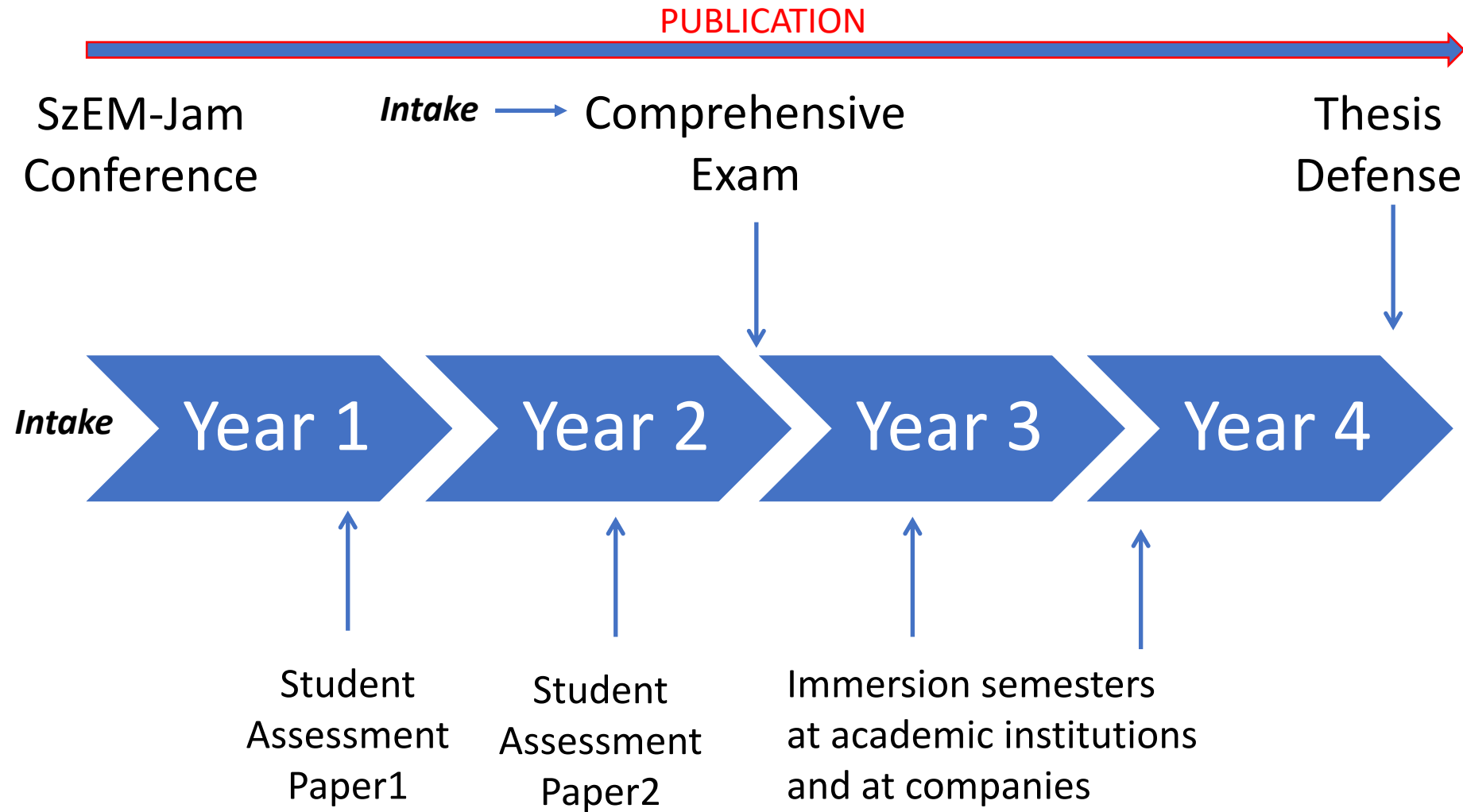
„A” Journals
(Scopus, Web of Science)

Financial Times Top 50



Visibility: Local and Global







First year students (Cohort2018: 18 people):
Courses

Second year students (Cohort2017: 14 people):
Courses, conferences and papers

Students in research phase (14 people):
Conferences, papers, thesis

Instructors

(in the order of learning activities)



Dhir, Krishna S. (Research Seminar)

University of Hawaii at Hilo, USA and Széchenyi University



Causevic, Fikret (Finance)

University of Sarajevo, Bosnia and Herzegovina



Vastag, Gyula (Operations Control, Data Analysis)

Széchenyi University, Hungary



Dholakia, Niklilesh (Marketing)

University of Rhode Island, USA



Nemeslaki, András (Management Information System)

Budapest University of Technology and Economics, Hungary



Demeter, Tamás (Philosophy of Science)

MTA-BTK, Hungary



Basarab, Nicolescu (Transdisciplinarity)

Babeş-Bolyai University, Romania



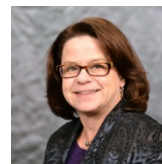
Komlósi, László (Leadership and OC)

Széchenyi University, Hungary



Dóry, Tibor (Entrepreneurship)

Széchenyi University, Hungary

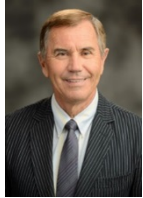
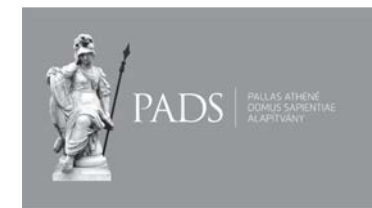


Cynthia Blanthorne (Managerial Accounting)

University of Rhode Island, USA

Instructors

(in the order of learning activities)



Péter Kelle (Supply Chain Management)
Louisiana State University, USA



Magas, István (Globalization)
Corvinus University of Budapest, Hungary



Katsuhito, Iwai (Disequilibrium Dynamics)
The University of Tokyo, Japan



Vattay, Gábor (Complex Systems, Chaos Theory)
ELTE, Hungary



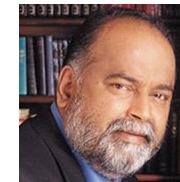
Dörfler, Viktor (Knowledge Management, Research Methods)
University of Strathclyde, UK



Keong, Leong (Purchasing)
California State University, USA



Markku Kuula (Quality Leadership)
Aalto University, School of Business, Finland



Arjun, Appadurai (Cultures of Finance)
NYU Steinhardt, USA



Rákai, Orsolya (Social Evolution, Social Narratives)
MTA-BTK, Hungary



Bakacsi, Gyula (Organizational Behaviour)
Budapest Business School, Hungary

Instructors

(in the order of learning activities)



Wetzker, Konrad (Strategy)
Corvinus University of Budapest, Hungary



Földesi, Péter (FTW)
Széchenyi University, Hungary



Jósvai, János (Simulation)
Széchenyi István University, Hungary

Country	Conference
Austria	CEMS Research Seminar
Croatia	EurOMA Publishing Workshop
Estonia	Economic Challenges in Enlarged Europe
Germany	Leuphana Conference on Entrepreneurship – Evidence-based Entrepreneurship
Hungary	25th International EurOMA Conference
Italy	EDSI2018 Udine
Spain	EurOMA Publishing Workshop ICERI2017 10th annual International Conference EDSI2017 Granada
The Netherlands	IFKAD (International Forum on Knowledge Asset Dynamics) IFERA (The International Family Enterprise Research Academy)
UK	British Accounting and Finance Association
USA	POMS2018 29th Annual Conference 49TH ANNUAL ASEES CONVENTION DSI 2017 Annual Meeting

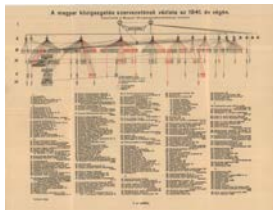
Reference Points



Global Standards



Anchoring Points



Relevance and Rigor

