

## **CURRICULUM VITAE**



- Name:** Prof. hab. DR. MAGDOLNA CSATH
- Address:** Saint Stephan's (Szent István) University, Gödöllő, Hungary.
- Current Position/Title** Professor, Dept. group leader, Inst. of Regional Economics and Rural Development, member of the Ph.D School.
- Subjects:** Competitiveness Management, Change and Innovation Management, Strategic Management, Globalization, Global Business Strategies, Cross-Cultural Management, TQM, The future of the EU.
- Special Awards:** Szent-Györgyi Albert Award for outstanding international and national achievements in the field of higher education. (2008) The Scientific Degree of Pest County. (2008). Highly Commended Award for an outstanding article from Emerald Publishing, UK. (2009), Highly Commended Award for an outstanding article from Emerald Publishing, UK. (2010)

### **Education and Scientific Degrees**

<b>University/College</b>	<b>Date</b>	<b>Major</b>	<b>Degree</b>
1. University of Economic Sciences	1996	Business Economics and Strategy	Doctor.habil
2. The Hungarian Academy of Sciences	1992	Strategic Management	Doctor of Sciences
3. The Hungarian Academy of Sciences	1974	Corporate Planning and Investment	Ph.D.
4. The London Business School	1969-71	Business Management	MBA
5. University of Economic Sciences	1968	Corporate Planning	University doctor
6. University of Economic	1962 - 1966	Industrial Economics	Master`s Sciences Degree

### **Teaching positions:**

<b>University/College</b>	<b>Date</b>	<b>Major</b>
1. College for Machine Building and Automation	1995- 1996 -	Professor, Dept. of Economics Organisation and Management
2. The University of SOPRON	1992 - 1994	Professor, Director of the Institute for Economics and Management Development

3. The University of STIRLING (Great Britain)	1991- 1992	Professor, Chair in International Business Director of the Institute for Central and Eastern European Development Studies
4. Old Dominion University(USA)	1990 - 1991	L.J. Buchan Distinguished Professor
5. Virginia Polytechnic Institute and State University, USA	1986 - 1990	Professor
6. Budapest University of Economic Sciences	1982 - 1986	Reader (Associate professor) (Part time)
7. Budapest University of Economic Sciences	1979 - 1981	Reader (Associate Professor) (Full time)

Short term, visiting positions:

1. Roffey Park Management College	1990 - 1991	Strategic and Cross-Cultural Management (UK)
2. Webster University/MBA/ Austria:	2002 - 2003	Strategic Management, Global Business Strategy
3. University of Innsbruck, Austria	2001 – 2002	Cross-Cultural Management

**Some Business Experiences:**

<b>Company</b>	<b>Date</b>	<b>Subject</b>
1. TEVA Pharmaceutical Company	2009 – 2010	Human resource management training
2. Cerbona.	2002 – 2009	Management training, strategy development
3. AUDI	2002 – 2003	Management development (benchmarking, TQM, knowledge management)
4. Zoltek Joint Stock Co.	1996	Management Development Consultant in TQM and Strategy
5. RÁBA Joint Stock Co.	1995- 1996	Consultant in Strategy, TQM and Organisational Culture
6. NITROKÉMIA	1994	Consultant in Strategy and TQM

**Major International Experiences:**

<b>Country</b>	<b>Institution</b>	<b>Date/Period</b>	<b>Subject</b>
1. Germany	AVON COSMETICS	1995	Management Development Consultant (HRM, culture)
2. Hungary	CARNAUD-METAL	1994	Human resource management and org. culture consultant
3. Austria	AUSTRIAN INDUSTRIES	1992	Academic dean and consultant on establishing a European Master of International management programme

**Publications:**

**a. Books (author, co-author, editor, co-editor)**

<b>Title</b>	<b>Published by</b>	<b>Year</b>	<b>Language</b>
1. To be or not to be: about a nation-building economic policy	KAIROSZ Publisher	2002	Hungarian
2. Escaping the globalization dead end: localization	KAIROSZ Publisher	2001	Hungarian
3. Strategic Change Management	AULA Publishers Ltd.	2001	Hungarian
4. Strategic Planning and Management	" LEADERSHIP" Ltd	1994	Hungarian
5. Change in Central and Eastern Europe (in Strategic Thinking and the Management of Change edited by Ralph Stacey)	KOGAN PAGE	1993	English
6. Strategic Alliances (Title of the Chapter) in the International Review of Strategic Management	JOHN WILEY	1992	English
7. TQM	National Publishing House	2005	Hungarian
8. Strategic Planning and Management,	National Publishing House	2004	Hungarian
9. Intercultural Management.	National Publishing House	2008	Hungarian
10. Competitiveness Management	National Publishing House	2010	Hungarian
11. Innovation management. Distance learning textbook.	Kodolányi János College	2009	Hungarian
12. Management Systems, Methods and Structures. Monograph. (Editors:Magdolna Csath, Stefan Trzcielinski). Publishing House of Poznan University of Technology.		2009.	
13. Open Innovation in Different Cultures: Comparing Poland and Hungary. Entrepreneurship and Innovations. (Ed.: Hanna Wlodarkiewicz-Kilmek. ) Monograph. Publishing House of Poznan University of Technology. Poznan, Poland. 2010.			

**b. Articles**

<b>Title</b>	<b>Published in, (periodical proceedings etc.)</b>	<b>Year</b>	<b>Language</b>
1. Globalization and the devaluation of our values	Valóság	2001	Hungarian
2. Social capital and the importance of intangibles in Hungary	Valóság	2002	Hungarian
3. Our knowledge and how to manage it?	Marketing and Management	2001	Hungarian
4. What is benchmarking?	Marketing and Mgmt.	2000	Hungarian
5. New approaches in Strategic Management	Marketing and Mgmt.	2000	Hungarian
6. Knowledge Management	Marketing and Mgmt.	1999	Hungarian
7. Strategic Management today and tomorrow	Marketing and Mgmt.	1997	Hungarian

- |   |   |               |           |
|---|---|---------------|-----------|
| 8. Why Central and Eastern Europe needs a changed modernization and development strategy      | Technology Mgmt. (UK)   | 1995          | English   |
| 9. An Inquiry into Management Learning (Co-author)  | Management Learning (UK)  | 1995          | English   |
| 10. Managing Change   | Journal of Strategic Change (UK)  | 1992          | English   |
| 11. Hungary's Turbulent Transformation to Capitalism  | The Futurist (USA)  | Sept-Oct 2004 | English   |
| 12. Uncertainties in the Future of the EU   | Futures Research Quarterly(USA)   | 2005          | English   |
| 13. The problem of going from training to learning  | Development and Learning in Organizations (UK)  |               | English   |
| 14. The Competitiveness of Economies: Different views and arguments.                          | Society and Economy, 29, 2007. Academic Publishing House, Corvinus University.                        |               | English   |
| 15. The Competitiveness of Economies: The case of Hungary                                     | Foundations of Control and Management Sciences, No. 08/2007, Poznan University of Technology, Poland, |               | English   |
| 16. A World in Crisis? Does Learning help to create opportunities?                            | Development and Learning in Organizations. An International Journal, Emerald, UK, 2009                |               | English   |
| 17. The competitiveness of the Hungarian economy, and its "soft factors".                     | Valóság, Nov. 2008.   |               | Hungarian |
| 18. Low level mobility in Hungary: Advantage or Disadvantage to Learning and Competitiveness. | Development and Learning in Organizations. An International Journal, Emerald, UK, 2008.               |               | English   |
| 19. Globalization and Hungarian Chances.  | Valóság, Oct. 2009.   |               | Hungarian |

### **Institution/Organization membership**

- |  |   |
|--|---|
| 1. Development and Learning in Organizations | Member of the Editorial Advisory Board (Emerald, UK)              |
| 2. World Future Review                       | Member of the Global Advisory Council (World Future Society, USA) |

### **Current Research Areas:**

- 1.The problems of innovation in Hungarian SMEs. (Questionnaire-, interview,- and case analysis-based research in progress)
- 2.Introducing the "Learning Organization", "Corporate university" and "Knowledge Management" methodology and practice in Hungarian enterprises.
2. TQM in Hungary with special reference to the government.
3. International Comparative Research on Strategic Management Methods in different cultural and social environments
4. Globalisation, global businesses, international financial institutions and "the new world

order”: present and future problems. Localisation strategies, sustainable economic development.

5. The competitiveness of nations: theories based on human development and knowledge.