



**HAMBURG SCHOOL OF BUSINESS ADMINISTRATION**

University of Applied Sciences

**Guest lecture by  
Professor Zoltán Veres**

on:

***Hungarian Consumer Behaviour – a few lessons for German firms***

**Wednesday, 27 April 2011  
6.00 – ca. 7.30pm  
(HSBA, rooms 601 + 602)**

In this guest lecture Professor Zoltán Veres will present facts about the Hungarian market as well as consumption trends and Hungarian purchasing behaviour. By looking at Euro-Socio-Styles and analysing “The German Image” and German stereotypes he will evaluate German brands in Hungary and identify key characteristics of Hungarian consumer behaviour.

Professor Zoltán Veres is the Director of the Research Centre and a university professor for Marketing at Budapest Business School’s Faculty of International Management and Business. Additionally, he is the Head of the MSc programme in Marketing. Between 2004 and 2008 he worked as the Head of the Institute of Business at the University of Szeged in Hungary. Professor Veres has published extensively in the area of Marketing.

At GfK Hungary, the Hungarian Market Research Institute, he held the position of Head of Service Research, and between 1977 and 1990 Professor Veres worked as a Project Manager at the Institute for Energetics in Budapest. He holds undergraduate and postgraduate degrees in Electric Engineering and External Trade and International Economics as well as a PhD and a postdoctoral degree in Economics.

To secure a place please register via E-mail: [juliane.wilhelm@hsba.de](mailto:juliane.wilhelm@hsba.de)