



COURSE DATASHEET

Semester:	2025/26/2
Course:	Subprogram oriented knowledge - business
Code:	PEDIECON141
Responsible department:	
Department code:	DIGDI
Responsible instructor:	Zoltán Veres

Course objectives:

Scientific antecedents, main research directions, disputes on the PhD research topic.

Course content:

Exploring sources, critical analysis of research topic

Model development

Changing focus on research methodology of topic

Requirements, evaluation and grading:

Presentations.

Artificial intelligence tools can be used to collect and translate materials, but they cannot be used to generate content or create materials that need to be written independently.

Required and recommended readings:

Wroe Alderson and Reavis Cox: Towards a Theory of Marketing, *Journal of Marketing*, Vol. XIII No. 2



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Required and recommended readings:

(October 1948), pp.137-152

Christian Grönroos (1981): Internal Marketing – An Integral Part of Marketing Theory, in: J. H. Donnelly Fr. & W. R. George (Eds.): *Marketing of Services*, American Marketing Association, Chicago, IL, pp. 236-238.

Stephen Brown (1993), Postmodern Marketing? *European Journal of Marketing*, Vol. 27 No. 4, pp.19-34

Philip Kotler - Sidney J. Levy: Broadening the Concept of Marketing. *Journal of Marketing*, Vol. 83 (January, 1969). pp. 10-15.

George Ritzer: *The McDonaldization of Society*. Newbury Park, Cal.: Pine Forge Press, 1993

Stephen L. Vargo and Robert F. Lusch (2004), Evolving to a New Dominant Logic for Marketing, *Journal of Marketing*, Vol. 68 No. 1, pp.1-17

Alan R. Andreasen: „Social Marketing: Its Definition and Domain”, *Journal of Public Policy & Marketing*, Vol. 13. No. 1 (Spring 1994), pp.108-1

Michael Volgger, Harald Pechlaner (2014) *Interdisciplinarity, transdisciplinarity and postdisciplinarity in tourism and hospitality education*, Routledge

Freeman, R. E., Harrison, J. S., Wicks, A. C., Parmar, B. L., & De Colle, S. (2010). *Stakeholder theory: The state of the art*.

Suchi Smita Mahato, Giang T. Phi, Lluís Prats (2021). Design thinking for social innovation: Secrets to success



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Required and recommended readings:

for tourism social entrepreneurs. *Journal of Hospitality and Tourism Management*, 49, 396–406

Pine, B. J., & Gilmore, J. H. (1999). The experience economy: work is theatre & every business a stage. *Harvard Business Press*.

Song, H., Liu, J., & Chen, G. (2013). Tourism value chain governance: Review and prospects. *Journal of travel research*, 52(1), 15-28.

Romero, I., & Tejada, P. (2011). A multi-level approach to the study of production chains in the tourism sector. *Tourism Management*, 32(2), 297-306.

Porter, M. E. (2001). The value chain and competitive advantage. *Understanding business processes*, 2, 50-66.

Følstad, A., & Kvale, K. (2018). Customer journeys: a systematic literature review. *Journal of Service Theory and Practice*.

Law, C. M. (2002). *Urban tourism: the visitor economy and the growth of large cities*. Continuum.

Norton – Lucker – Lamberton (2015) *Consumer Psychology*. Cambridge University Press

Learning outcome:

Students who complete the course will develop their analytical, modelbuilding, argumenting and communication skills. As a result together with the explored source antecedents, PhD students will be able to identify research gaps, to build a research model and formulate research questions, hypotheses and proposed research methods related to their own topics.