

DR. ZSUZSANNA SZVETELSZKY



Zsuzsa researches formal and informal communication:
from the smallest villages to the largest factories.



// Researcher

Zsuzsa is an associate professor at the Department of Sociology at Károli Gáspár Reformed University, a scientific associate of the Recens research group of the HUN-REN Hungarian Research Network (formerly: MTA) [Social Science Research Center](#), and a member of the [LINK-Group](#) network research center. She is also an active participant in international research, most recently [researching](#) the transfer of values between generations in the international research group of the University of Münster and the John Templeton Foundation. She is a [member](#) of the International Migration Research Group at Károli Gáspár Reformed University. She has also conducted numerous in-depth interview settlement studies, where she explored the deeper reasons for the changes in the attitudes of opinion leaders and the local population.

// Consultant

For nearly 20 years, she has been working on corporate communication solutions that serve the interests of business efficiency as a partner and research manager at [Ispiro Consulting](#). Her belief is that where there is no information, there it is created. Her areas of expertise are internal communication, mapping informal communication channels, and communication training and development for managers. She is a board member of the [Hősök Tere Alapítvány](#) and a supporter of several non-profit initiatives.

// Lecturer

She previously taught at the [KÜRT Academy](#), [HR School](#) and at the ELTE Faculty of Media and Communication, as well as the ELTE Faculty of Pedagogy and Psychology. She is an [award winner of the ISO 9000 Forum Association](#), and a recognized and sought-after speaker at business conferences such as ITBN, Media Hungary, [Internet Hungary](#), [Connect](#), [MLBKT Congress](#), HR Fest and [Business Fest](#).

// Author

Her best-known books include her monograph on [gossip](#), but she has also written about [the power of informal communication](#) and phenomena studied by social psychology, such as [conscious shopping](#) and [sustainability](#). Her scientific publications regularly appear in national and international journals, and her books have been published in many countries, from Romania to Japan. Her shorter writings can be read regularly in HVG publications.