



Dr. Ásványi Katalin

Egyetemi docens / Associate Professor
Rektori szervezet / Fenntartható Fejlődés Intézet / Fenntarthatósági
Menedzsment és Környezetgazdaságt
Leader position: head of department
Year of birth: 1984

Qualifications, scientific degrees

Higher education qualifications

- 2007 - 2013
Corvinus University of Budapest, Doctoral School in Business Administration (főiskolai)
- 2002 - 2007
Corvinus University of Budapest, Service management (főiskolai)

Scientific degrees and awards

- 2013, PhD
Corvinus Universtiy of Budapest

Career

Workplaces

- 2014 - 2015
Budai and partner Ltd., external consultant
- 2014 - 2016
CUB, Department of Tourism, assistant professor
- 2012 - 2014
CUB, Department of Economic Geography, PhD candidate/research fellow
- 2010 - 2012
CUB, Department of Environmental Economics and Technology, PhD candidate/research assistant
- 2007 - 2010
Corvinus University of Budapest, PhD student
- 2007 - 2008
Inventio Kft., consultant, project assistant
- 2017 - 2018
CUB, Department of Marketing, Media and Designcommunication, assistant professor
- 2019 - 2022
CUB, Department of Marketing, Media and Designcommunication, associate professor
- 2022 -
CUB, Department of Sustainability Management and Environmental Economics, associate professor

Public activities in the university (memberships in university bodies)

- 2011 - 2017

Colleague CV: Dr. Ásványi Katalin

- TDK section secretary - Tourism and Transport section
- 2018 - TDK section secretary - Marketing, Media and Designcommunication
- 2017 - 2019 member of Responsible Business Education Board
- 2018 - 2021 responsible for the TDK sections of Marketing and Media Institute
- 2021 - Responsible for BA in Commerce and Marketing
- 2022 - responsible for the TDK section of Sustainable Management and Environmental Economics
- 2022 - ERS Hub Steering Committee, chair
- 2022 -

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- Hungarian Academy of Sciences Marketing Subcommittee Public Service and Nonprofit Marketing Working Group, deputy chair
 - 2023 - representative, PRME CEE Chapter, Steering Committee (Principle for Responsible Management Education)
 - 2022 - business owner, Navigator project

Important study tours, delegacies

- 2011, 1 week Altay State and Polytechnical University, Russia
- 2011, 1 week Tomsk Politechnical University, Russia
- 2012, 1 week Grenoble, France
- 2018, 1 week Passau, Germany
- 2019, 1 week Passau, Germany
- 2023, 1 week Vannes, France

Awards, titles, honors

- 2020, TDK Mentor Award Corvinus University of Budapest

Language skills

| Language | Speaking | Writing | Reading | Media appearance |
|----------|--------------|--------------|--------------|------------------|
| English | Intermediate | Intermediate | Advanced | Yes |
| French | Intermediate | Intermediate | Intermediate | |

Colleague CV: Dr. Ásványi Katalin

Research, professional activity

Major taught courses or fields of education:

Corporate social responsibility, CSR communication, Corporate responsibility in culture, Responsible management in tourism

Field of science and discipline:

organization science

Current fields of research:

~~CSR, sustainability, education of CSR, sustainable tourism, family-friendly tourism, sustainable museums~~

Previous fields of research:

volunteer tourism, accessible tourism, festival tourism, tourism marketing . the role of image is transport

Major research projects

- 2010 - 2012, TÁMOP project
Form of participation: member of the research team
Moneylender:
Further info about research: Sustainable sub-project
- 2010 - 2011, WaterRisk project
Form of participation: member of the research team
Moneylender:
Further info about research: Q methodology survey in Bereg and Nagykörű
- 2010 - 2011, Tempus project
Form of participation: member of the research team
Moneylender:
Further info about research: tourism teaching development in Siberia
- 2015 - 2018, OTKA project
Form of participation: member of the research team
Moneylender:
Further info about research: Renewable energy usage in tourism
- 2018 - , EFOP 3.6.1.
Form of participation: member of the research team
Moneylender:
Further info about research: consultation of thesis
- 2018 - , EFOP-3.5.1-16-2017-00001 project
Form of participation: member of the research team
Moneylender:
Further info about research:
- 2017 - 2018, EFOP-3.4.3. project
Form of participation: member of the research team

Colleague CV: Dr. Ásványi Katalin

Moneylender:

Further info about research:

- 2019 - 2022, Topic Excellence Program
Form of participation: member of the research team
Moneylender:
Further info about research: Team leader of Social impacts of autonomous vehicles subproject
 - 2020 - 2021, EFOP-3.6.3-VEKOP-16-2017-00007
Form of participation: leader of the research team
Moneylender:
Further info about research: The impact of education about sustainability and responsibility on university students
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- 2023 - , research fellowship, MTA to support researchers raising children
Form of participation: leader of the research team
Moneylender:
Further info about research: The impact of education about sustainability and responsibility on university students

Membership in scientific or professional bodies/organizations

- 2009 - , ,
, national
- 2014 - , ,
, national

Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)

Contacts

Location at the university

- Building: Main building
Room number: E.341.
Extension:
Main line:
Fax:
Internal fax:

E-mail address: katalin.asvanyi@uni-corvinus.hu

Consulting hours:

<http://marketing.uni-corvinus.hu/index.php?id=mmifaculty>

Other professional profiles

Colleague CV: Dr. Ásványi Katalin

MTMT: <https://m2.mtmt.hu/api/author/10033367>
