



## Dr. Bauer András

Egyetemi tanár / Professor  
Actual classification: Professor

### Qualifications, scientific degrees

#### Higher education qualifications

- 1969 - 1974  
Karl Marx University of Economic Sciences, industrial organization (B)

#### Scientific degrees and awards

- 1993, kandidátus  
Hungarian Academy of Sciences
- 2005, Dr.Habil  
CUB

#### MTA membership

- , External member

### Career

#### Workplaces

- 1979 - 2002  
CUB Department of Marketing, associate professor
- 2012 -  
CUB Department of Marketing, Full professor

#### Public activities in the university (memberships in university bodies)

- 1996 - 2004  
Member of Faculty Senate
- 2009 -  
University Doctoral Council, member
- 2005 - 2006  
CDC International Studies Center
- 2010 - 2015  
Member of Faculty Senate
- 2017 -  
Head of research center for digital marketing

#### Important study tours, delegacies

# Colleague CV: Dr. Bauer András

- 1989, 6 months  
UC Berkeley
- 2000, 1 year  
HEC School of Management
- 2007, 6 weeks  
UC Berkeley
- 2006, 6 weeks  
UC Berkeley
- 2009, 2 weeks
  
- 2008, 1 week

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- 2011, 1 week
  
  - 2012, 1 week  
GSOM
  - 2012, 6 weeks  
NYU
  - 2013, 1 week
  
  - 2014, 1 week
  
  - 2017,

## Awards, titles, honors

- 1999, Széchenyi Research Professor  
Ministry of Education
- 2000, Fulbright  
Fulbright Comission
- 1989,

## Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Intermediate	Intermediate	Intermediate	
German	Advanced	Advanced	Advanced	

## Research, professional activity

### Major taught courses or fields of education:

Marketing (bachelor és mester)  
Marketing challenges in diverse European Markets (CEMS)  
Connecting to Market (MBA)

# Colleague CV: Dr. Bauer András

## Field of science and discipline:

organization science

## Current fields of research:

distribution system, emerging markets, consumer behavior

## Previous fields of research:

marketing efficiency

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## Major research projects

- 1998 - 2001,  
Form of participation: leader of the research team  
Moneylender:  
Further info about research:
- 2008 - 2010, Fairness of B2B relations  
Form of participation: member of the research team  
Moneylender:  
Further info about research:
- 2008 - 2010, Advertising in Emerging Markets  
Form of participation: member of the research team  
Moneylender: own funds  
Further info about research: International team

## Membership in scientific or professional bodies/organizations

- 1995 - 2018, Executive committee, member  
EMAC, international
- 2007 - 2010, chair,  
CEMS Marketing IFG, international
- 2004 - 2010, member,  
National Academy Marketing, national
- 2011 - 2018, member,  
Hungarian Design Council, national
- 2012 - 2018, Vice President, leadership position (president, director etc)  
European Marketing Academy, international
- 2012 - , Hungarian Academy of Sciences Economics and Business Committee, member  
, national
- 2015 - , , member  
, international
- 2011 - 2018, member, member  
[Hungarian Design Council](#), national
- 2012 - , member, member  
[Superbrands](#), national

## Board memberships and positions

- 1998 - 2002, editorial board,
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# Colleague CV: Dr. Bauer András

- 2005 - 2018, editiroal board,
- 2006 - 2009, editiroal board,
- 1991 - 1993, member of editorial board,
- 2013 - , member of editorial board,

## Publications

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

## Contacts

### Location at the university

- Building: E building  
Room number: 339  
Extension: 5106  
Main line: 482 5106  
Fax:  
Internal fax:

E-mail address: andras.bauer@uni-corvinus.hu

### Consulting hours:

Wednesday