



## Dr. Csepeti Ádám

Egyetemi Adjunktus / Assistant Professor  
Actual classification: Senior lecturer

### Qualifications, scientific degrees

#### Higher education qualifications

- 2003 - 2008  
Corvinus University of Budapest, Corvinus University of Budapest, Faculty of Business Administration, Marketing and Economic Policy and Management (B)
- 2008 - 2011  
Corvinus University of Budapest, Doctoral School of Business Administration (F)

#### Scientific degrees and awards

- 2015, PhD  
Corvinus University of Budapest, Doctoral School of Business Administration

### Career

#### Workplaces

- 2011 - 2016  
Institute of Marketing and Media, Corvinus University of Budapest, Researcher assistant
- 2016 -  
Institute of Marketing and Media, Corvinus University of Budapest, Assistant professor

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

- 2011 -  
Expert responsible for traineeships, BA commerce and marketing

#### Important study tours, delegacies

- 2017, 1 week  
Babes-Bolyai University, FSEGA, Cluj-Napoca, Romania (Erasmus Plus Teaching Mobility)
- 2016, 1 week

# Colleague CV: Dr. Csepeti Ádám

- Babes-Bolyai University, FSEGA, Cluj-Napoca, Romania (Erasmus Plus Teaching Mobility)
- 2015, 1 week
- Babes-Bolyai University, FSEGA, Cluj-Napoca, Romania (Erasmus Plus Teaching Mobility)
- 2014, 1 week
- Babes-Bolyai University, FSEGA, Cluj-Napoca, Romania (Erasmus Plus Teaching Mobility)

## Language skills

Language	Speaking	Writing	Reading	Media appearance
Russian	Advanced	Advanced	Advanced	
English	Advanced	Advanced	Advanced	
French	Intermediate	Intermediate	Intermediate	

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## Research, professional activity

### Major taught courses or fields of education:

Basic Marketing  
Marketing management  
Services marketing  
Marketing strategy  
Marketing planning  
Sport marketing

### Field of science and discipline:

organization science

### Current fields of research:

Marketing Strategy, Strategic Typologies, Strategic Performance Assessment, Healthcare Marketing, Market Orientation, Hidden Economy, Competitiveness

### Previous fields of research:

Further fields of interest: Macroeconomics, Economic Policy Making, International Business Economics, International Trade, Economic History, BRICS Countries , Emerging markets

## Contacts

### Location at the university

- Building: Corvinus University of Budapest, 1093 Budapest, Fővám square 8. E. Building  
Room number: E. 339  
Extension: + 36 1 482 5521

# Colleague CV: Dr. Csepeti Ádám

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