



## Dr. Csordás Tamás Viktor

Egyetemi Adjunktus / Assistant Professor  
Actual classification: Senior lecturer

### Qualifications, scientific degrees

#### Higher education qualifications

- 2009 - 2016  
Corvinus University of Budapest, Graduate School of Management Science (F)
- 2007 - 2009  
Corvinus University of Budapest, Faculty of Business Administration, Business Administration programme, Specialisation in Marketing (B)
- 2003 - 2007  
Budapest Business School, Faculty of International Management and Business, Foreign Trade programme, Specialisation in Media Management (A)
- 2003 - 2006  
Université de Picardie Jules Verne, BA in Economics and Management (C)
- 2014 - 2016  
Corvinus University of Budapest, Translator (H)

#### Scientific degrees and awards

- 2016, PhD  
Corvinus University of Budapest, Faculty of Business Administration

### Career

#### Workplaces

- 2012 - 2016  
Corvinus University of Budapest, Department of Media, Marketing Communications and Telecommunication, assistant research fellow
- 2009 - 2012  
Corvinus University of Budapest, Department of Media, Marketing Communications and Telecommunication, Phd-student
- 2016 -  
Corvinus University of Budapest, Department of Marketing, Media, and Design Communications, assistant professor

# Colleague CV: Dr. Csordás Tamás Viktor

## Important study tours, delegacies

- 2017, 1 week  
University of Zagreb
- 2012, 1 week  
Jönköping International Business School [JIBS] – Media Management and Transformation Centre [MMTC]

## Language skills

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

## Research, professional activity

### Major taught courses or fields of education:

Online and Digital Marketing  
Marketing Communications  
Media Economics  
Media Vehicles and Advertising  
Practices of Style in Communication  
Marketing

### Field of science and discipline:

organization science

### Current fields of research:

consumer empowerment  
consumer behavior in new media  
online information diffusion  
user-generated content, and role thereof in marketing & communication  
collaborative business models in new media, and role thereof in marketing & communication  
qualitative research techniques

### Major research projects

- 2009 - 2016, User participation as a marketing communications tool in the age of digital media  
Form of participation:  
Moneylender:  
Further info about research: doctoral research
- 2013 - 2016, CRE8TV.EU-320203  
Form of participation: member of the research team  
Moneylender: European Community's Seventh Framework Programme (FP7)  
Further info about research: <http://www.cre8tv.eu/>
- 2017 - 2018, EFOP-3.6.1-16-2016-00013, Institutional Developments for Intelligent Specialization at the Székesfehérvár Campus of Corvinus University of Budapest  
Form of participation: member of the research team  
Moneylender: EFOP (Human Resources Operative Programme)

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Further info about research:

- 2018 - , H2020-788047:  
Form of participation: member of the research team  
Moneylender: European Commission Horizon 2020 Programme  
Further info about research: [https://cordis.europa.eu/project/rcn/214910\\_en.html](https://cordis.europa.eu/project/rcn/214910_en.html)
- 2017 - 2017, KÖFOP-2.1.2-VEKOP-15-2016-00001  
Form of participation: member of the research team  
Moneylender: KÖFOP (Public Administration and Public Services Development Operative Programme)  
Further info about research:

## Membership in scientific or professional bodies/organizations

- 2017 - , member of the public body, member  
Hungarian Academy of Sciences (MTA), national
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## Contacts

### Location at the university

- Building: Main Building (Bldg. F)  
Room number: 337  
Extension: 5390  
Main line:  
Fax:  
Internal fax:

E-mail address: [tamas.csordas@uni-corvinus.hu](mailto:tamas.csordas@uni-corvinus.hu)

Personal webpage: [marketing.uni-corvinus.hu](http://marketing.uni-corvinus.hu)

### Consulting hours:

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