



## Gyulavári Tamás

Egyetemi docens, Intézetigazgató / Associate Professor, Institute Director  
Actual classification: Associate professor

## Qualifications, scientific degrees

### Higher education qualifications

- 1995 - 1997  
Budapest University of Economic Sciences (Corvinus), Marketing major, Applied Statistics minor (B)
- 1990 - 1995  
Budapest College of Commerce, Commerce major (A)

### Scientific degrees and awards

- 2006, PhD  
Corvinus University of Budapest
- 2018, Dr.Habil  
Corvinus University of Budapest

## Career

### Workplaces

- 2014 - 2018  
Budapesti Corvinus Egyetem, associate professor
- 2006 - 2012  
Budapesti Corvinus Egyetem, assistant professor
- 1997 - 2006  
Budapesti Corvinus Egyetem, teaching assistant
- 1994 - 1995  
Kör Grafikai Stúdió, Manager assistant
- 1993 - 1994  
Henkel Magyarország Kft., merchandiser
- 2018 -  
Budapesti Corvinus Egyetem, associate professor with habilitation

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

- 1999 - 2006  
Secretary of Association of Marketing Experts
- 2005 - 2006  
Member of Curriculum Committee
- 2002 - 2005

# Colleague CV: Gyulavári Tamás

- Member of Faculty Council
  - 2000 - 2005  
Secretary of Education Board of Postgradual Study Program in Marketing
  - 2001 - 2004  
Co-responsible for Marketing Specialization, BUP - Királyhelmec
  - 1997 - 1998  
DSG - Program coordinator
  - 2016 -  
Member of Corporate Relationship Committee
  - 2017 - 2019  
Member of Faculty Council
  - 2018 -  
Director of Marketing Institute
  - 2019 -  
member of the Senate
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## Important study tours, delegacies

- 2004, three months  
Copenhagen Business School
- 1999, four months  
Johanes Kepler Universität Linz
- 1998, one month  
Cranfield University
- 1998, one month  
Universität Passau

## Awards, titles, honors

- 2014, Publication Award  
Hungarian Academy of Science - Committee on Business Administration
- 2017, Outstanding International Publication Award  
Corvinus University of Budapest - Business School
- 2019, Outstanding Mentor Award  
Council of Scientific Students' Associations at Corvinus University of Budapest

## Language skills

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

## Research, professional activity

### Major taught courses or fields of education:

Marketing Management, Pricing, Marketing Engineering, Advanced Marketing Research, Developing Research Concepts and Models

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# Colleague CV: Gyulavári Tamás

## Field of science and discipline:

organization science

## Current fields of research:

consumer price acceptance, fair pricing, effects of marketing resources on corporate competitiveness, role of congruity theory in evaluation business relationships, Measuring factorial invariance to identify test effects, multichannel retail systems, loyalty programs

## Previous fields of research:

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return on marketing information systems; knowledge management; COO image, buying behaviour patterns

## Major research projects

- 2009 - 2014, Effects of marketing resources on corporate competitiveness  
Form of participation: member of the research team  
Moneylender: CUB - Competitiveness Research Centre  
Further info about research:
- 2012 - , Measuring factorial invariance to identify test effects  
Form of participation: member of the research team  
Moneylender: EDUCATIO Társadalmi Szolgáltató Nonprofit Kft.  
Further info about research:
- 2012 - 2018, Price differentiation - fair pricing  
Form of participation: leader of the research team  
Moneylender: own  
Further info about research:
- 2011 - 2014, Role of congruity theory in evaluation business relationships  
Form of participation: member of the research team  
Moneylender: own  
Further info about research:
- 2010 - 2014, Managing loyalty programs  
Form of participation: leader of the research team  
Moneylender: own  
Further info about research:
- 2009 - 2018, Challenges of multichannel marketing  
Form of participation: leader of the research team  
Moneylender: own  
Further info about research:
- 1997 - 1999,  
Form of participation: member of the research team  
Moneylender: CUB - normative research support  
Further info about research: 15-country research program coordinated by Carleton University

# Colleague CV: Gyulavári Tamás

## Membership in scientific or professional bodies/organizations

- 2000 - , member, European Marketing Academy, international
  - 2000 - , member, Club of Marketing Professors, national
  - 1999 - , member, Association of Marketing Economists, national
  - 2006 - , member, Public Body of Hungarian Academy of Science (Committee on Business Administration), national
  - 2018 - , member, member Public Body of Hungarian Academy of Science (Subcommittee on Marketing of Committee on Business Administration), national
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## Board memberships and positions

- 2018 - , Co-Editor, president or member of the editorial board [Hungarian language](#)

## Expert consultancy activities

- 2013 - 2015 HungaroControl, Service quality and satisfaction program
  - 2013 - 2013 MDSZ, The role of physical education in shaping corporate culture of primary schools - analysis of options for development
  - 2010 - 2010 Marionnaud , Effects of brand awareness, loyalty program and promotional activities on store choice
  - 2009 - 2009 Cofidis , Analysis of customers' attitudes toward personal loans
  - 2008 - 2009 Magyar Telekom, Customers's channel preferences and willingness to buy online
  - 2008 - 2008 Tesco, Opportunities to reposition store brands
  - 2007 - 2007 Generali-Providencia Biztosító Zrt., Development of service processes and analysis of their diffusion opportunities
  - 2007 - 2007 Procter & Gamble , Marketing Mix Modelling (MMM)
  - 2007 - 2007 BMW, Identifying benchmarks for sales processes in automotive industry
  - 2006 - 2006 L'Oréal Magyarország, U&A study to investigate consumer behaviour
  - 2006 - 2006 Magyar Telekom , Factors influenceing adoption of mobile purchase and payment services
  - 2005 - 2005 MALÉV , Travel behaviour in airline industry
  - 2003 - 2003 ELO , Corporate buying behaviour in training industry
  - 2000 - 2000 Zwack , Brand equity analysis and brand extension opportunities
  - 1999 - 1999 BASF Knoll , Patients' preferences regarding drugs and medicines for high blood pressure
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# Colleague CV: Gyulavári Tamás

- 1998 - 1998  
USAID , Impact study of Private Enterprise Development Centre Foundation (SUNY)
- 2017 - 2018  
MÁV SZK, Employee satisfaction

## Publications

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

## Contacts

### Location at the university

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Internal fax: 5236

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