



## dr. Hofmeister Tóth Ágnes

Professor emerita / Professor Emerita  
Actual classification: Professor

### Qualifications, scientific degrees

#### Higher education qualifications

- 1979 - 1981  
University of Sydney Australia, Teaching English as a Foreign Language (D)
- 1967 - 1971  
Karl Marx University of Economic Sciences, MKKE Business Administration (B)

#### Scientific degrees and awards

- 2004, Dr.Habil  
Corvinus University of Budapest
- 1994, kandidátus  
Hungarian Academy of Science
- 1972, dr. univ  
Karl Marx University of Economics

#### MTA membership

- , External member

### Career

#### Workplaces

- 2005 - 2013  
Department of Marketresearch and Consumer Behavior, Department Chair
- 2006 - 2013  
Faculty of Business Administration, dean

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

- 2005 - 2013

# Colleague CV: dr. Hofmeister Tóth Ágnes

Department Chair

- 2006 - 2013  
dean

## Membership in board of supervision and directors

- 2013 -  
, Member of the Board of Trustees
- 2010 -  
, Member of the EPAS Committee

## Important study tours, delegacies

- 1985, 3 month  
University of Virginia
- 1989, 5 month  
University of California Berkeley
- 1993, 2 month  
North Western University
- 1994, 3 month

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London Business School

- 1995, 1 month  
Purdue University
- 2001, 3 weeks  
Passau University
- 2003, 2 weeks  
Passau University

## Awards, titles, honors

- 2001, Egyetemért Emlékérem  
Corvinus University of Budapest
- 2011, Gold Medal  
Corvinus University of Budapest
- 2013, Silver Corvina  
Corvinus University of Budapest

## Language skills

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

## Research, professional activity

### Major taught courses or fields of education:

Consumer Behavior BA, Msc

# Colleague CV: dr. Hofmeister Tóth Ágnes

Negotiation and conflict resolution

## Field of science and discipline:

multidisciplinary social sciences

## Current fields of research:

Consumer development  
Symbolic consumption  
Environmental friendly Consumer behavior  
Sustainable consumption  
Ethical consumption  
Cognitiiv age and the silver consumer segment  
Market orientation of the SME-s

## Previous fields of research:

Kulturális különségek szerepe,  
A kulturális értékek változása és mérése

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## Major research projects

- 1992 - 1994,  
Form of participation: member of the research team  
Moneylender:  
Further info about research:
- 1999 - 2000,  
Form of participation: leader of the research team  
Moneylender:  
Further info about research:
- 2000 - 2001,  
Form of participation: leader of the research team  
Moneylender:  
Further info about research:
- 2005 - 2009,  
Form of participation: leader of the research team  
Moneylender:  
Further info about research:
- 2006 - 2010,  
Form of participation: leader of the research team  
Moneylender:  
Further info about research:
- 2009 - 2013,  
Form of participation: leader of the research team  
Moneylender:  
Further info about research:

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- 2010 - 2013,  
Form of participation: member of the research team  
Moneylender:  
Further info about research:

## Membership in scientific or professional bodies/organizations

- 2005 - , ,  
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- 2005 - 2013, Deputy chair,  
MTA MArketing Committee,
- 2006 - , European Programm Accreditation Committee,  
EFMD Quality Sevices,

## Board memberships and positions

- 2007 - , Editorial Board,
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- 2008 - , Editorial Board,
  - 2009 - , Editorial board tag,

## Publications

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

## Contacts

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