



## Dr. Jenes Barbara

Egyetemi Adjunktus / Senior Assistant Professor  
Actual classification: Senior lecturer

### Qualifications, scientific degrees

#### Higher education qualifications

- 2006 - 2009  
Corvinus University of Budapest, Doctoral School - Marketing specialization (F)
- 1998 - 2004  
Budapest University of Economic Sciences, Marketing specialization (B)

#### Scientific degrees and awards

- 2013, PhD  
PhD

### Career

#### Workplaces

- 2009 - 2013  
Institute of Marketing and Media, Department of Marketing Research and Consumer Behaviour, Research Assistant
- 2013 -  
Corvinus University of Budapest, Senior Assistant Professor

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

- 2009 - 2016  
TDK Secretary of Section
- 2011 -  
CUB TDT Committee, Secretary
- 2010 -  
CUB DPR Committee
- 2019 -  
BCE ETDT Committee

#### Important study tours, delegacies

- 2010, 2 weeks  
EIASM Research Method Seminar, Brussels
- 2011, 1 week

# Colleague CV: Dr. Jenes Barbara

Passau Universitat, research scholarship

## Language skills

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

---

## Research, professional activity

### Major taught courses or fields of education:

International Marketing, Marketing Research, Consumer Research, Marketing, Advertising Strategy

### Field of science and discipline:

organization science

### Current fields of research:

measurement of country image, country branding, international marketing, brand building, brand management, advertising strategy

### Previous fields of research:

dimensions of country image

### Major research projects

- 2011 - , Measurement of Country Image  
Form of participation: leader of the research team  
Moneylender:  
Further info about research: doctoral research

### Membership in scientific or professional bodies/organizations

- 2008 - , ,  
DOSZ - National Doctoral Association, national

## Publications

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

## Contacts

---

# Colleague CV: Dr. Jenes Barbara

## Location at the university

- Building: Main building  
Room number: 385  
Extension: 5589  
Main line: 482  
Fax:  
Internal fax:

E-mail address: [barbara.jenes@uni-corvinus.hu](mailto:barbara.jenes@uni-corvinus.hu)

## Consulting hours:

---

by appointment