



Dr. Kajos Attila

Assistant Professor

Qualifications, scientific degrees

Higher education qualifications

- 2003 - 2008
University of Pécs, Faculty of Business Economics, Economist (Majoring in Marketing) (főiskolai)
- 2006 - 2008
University of Pécs, Faculty of Business Economics, Specialized Translator in English (főiskolai)

Scientific degrees and awards

- 2020, PhD
University of Pécs Doctoral School of Business Administration

Career

Workplaces

- 2021 -
, Assistant Professor
- 2016 - 2021
Department of Business Economics, Assistant Lecturer
- 2012 - 2019
University of Pécs, Faculty of Sciences, Institute of Sport Science and Physical Education, Assistant lecturer

Language skills

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

Research, professional activity

Colleague CV: Dr. Kajos Attila

Major taught courses or fields of education:

Business Essentials, Applied Business Economics, Business Economics, Cases of Business Economics, Applied Sport Business Economics, Sport Business Case Studies

Field of science and discipline:

organization science

Current fields of research:

Sports Marketing; Consumer Based Brand Equity in the Sport Market; Consumer Behaviour in Sport; Sport and Motivation

Previous fields of research:

Technology and Marketing; The marketing use of Augmented Reality

Major research projects

- 2021 - , Consumer Behaviour of Satellite Sport Fans
Form of participation:
Moneylender:
Further info about research:
- 2017 - 2021, Consumer Based Athlete Brand Equity
Form of participation:
Moneylender:
Further info about research:

Membership in scientific or professional bodies/organizations

- 2012 - , , member
, regional/local
- 2013 - , member, member
[Hungarian Sport Science Association](#), national
- 2014 - , member, member
[European Association for Sport Management \(EASM\)](#), international
- 2014 - , member, member
[Egyesület a Marketing Oktatásért és Kutatásért \(EMOK\)](#), national
- 2015 - , member, member
[European College of Sport Science \(ECSS\)](#), international

Board memberships and positions

- 2016 - 2018, , editor-in-chief, member of the editorial team
[Hungarian language](#)

Publications

- [MTMI](#)
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Colleague CV: Dr. Kajos Attila

Contacts

Location at the university

- Building: E
Room number: 145
Extension:
Main line:
Fax:
Internal fax:

E-mail address: attila.kajos@uni-corvinus.hu

Consulting hours:

Wednesday 15:30-17:00

Other professional profiles

LinkedIn: <https://www.linkedin.com/in/attila-kajos-98b83221/>

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10021534>

Scholar: <https://scholar.google.hu/citations?user=BsdKqGgAAAAJ&hl=hu&oi=ao>

Other professional profile 1: https://www.researchgate.net/profile/Attila_Kajos