

Dr. Kasza-Kelemen Kata

Egyetemi Adjunktus / Assistant Professor

Qualifications, scientific degrees

Higher education qualifications

- 1997 - 2002
Corvinus University of Budapest, Faculty of Business Administration, Marketing and Business
German Teacher Specialisation (D)

Scientific degrees and awards

- 2017, PhD
Corvinus University of Budapest

Career

Workplaces

- 2017 -
Corvinus University of Budapest, Department of Marketing Research and Consumer Behaviour,
Assistant Professor
- 2010 - 2017
Corvinus University of Budapest, Department of Marketing Research and Consumer Behaviour,
Research Fellow
- 2007 - 2010
Corvinus University of Budapest, Department of Marketing Research and Consumer Behaviour, Ph.
D. Student
- 2004 - 2007
TravelToHungary, CFO
- 2002 - 2003
E.ON , Manager assistant

Public activities in the university (memberships in university bodies)

- 2010 -
Committee for Responsible Management Education, Member
- 2015 -
TDK (Scientific Student Conference), Section Secretary
- 2017 -
Institute of Marketing and Media, Alumni Mentoring Program, Coordinator

Important study tours, delegacies

- 2008, 2 months
Technische Universität Berlin
- 2009, 4 months
Helsinki School of Economic

Colleague CV: Dr. Kasza-Kelemen Kata

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Consumer behaviourInternational marketingMarketingMarketing research

Field of science and discipline:

organization science

Current fields of research:

Sustainable consumptionSustainable tourismPlace attachmentDigitalisation in the higher education sector

Major research projects

- 2008 - 2010, Sustainable consumption, production and communication project
Form of participation: member of the research team
Moneylender: EEA and Norway Grants
Further info about research: Further information on research:
<http://www.sustainable.consumption.uni-corvinus.hu/>
- 2010 - 2012, Increasing research, development and innovation efficiency at Corvinus University of Budapest, Member of the Sustainable Development Research Group
Form of participation: member of the research team
Moneylender: TÁMOP 4.2.1/B-09/1/KMR/-2010-0005
Further info about research: Further information on research:http://www.uni-corvinus.hu/index.php?id=30141&no_cache=1
- 2018 - 2019, DTP2-055-2.2 EcoVeloTour Sustainable planning of ecotourism in the EUROVELO cycle path network in the Danube region
Form of participation: member of the research team
Moneylender: European Union - Széchenyi 2020 OP - Municipality of Zugló
Further info about research:

Contacts

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