

## 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

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## 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](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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