



Dr. Kelemen Zita Anikó

Director of International Strategic Partnerships/ Associate Professor
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet /
Interkulturális Marketing és Fogyasztói Magatartás
Leader position: director

Qualifications, scientific degrees

Scientific degrees and awards

- 2010, PhD
Nyugat-Magyarországi Egyetem

MTA membership

- , Regular member

Career

Workplaces

- 2003 - 2010
Indesit Company, Central and Northern European Marketing Manager
- 2000 - 2002
L'Oréal Hungary, Maybelline Brand Manager
- 2010 - 2016
Corvinus University of Budapest , Marketing and Media Institute, Assistant Professor
- 2014 - 2015
Corvinus School of Management, Deputy Executive Director
- 2017 -
Corvinus University, Associate Professor
- 2015 - 2020
Corvinus Business School, Director of International Study Programs
- 2020 - 2022
Corvinus University, Strategic Director of International Relations
- 2023 -
Corvinus University, Director of International Strategic Partnerships

Public activities in the university (memberships in university bodies)

- 2016 - 2020
Corporate Council member
- 2016 -
Credit transfer committee
- 2016 - 2020
International Committee

Colleague CV: Dr. Kelemen Zita Anikó

Important study tours, delegacies

- 2018,
China Europe International Business School (CEIBS)

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Cross cultural communication and international marketing issues
Consumer behavior

Current fields of research:

Intercultural communication in business and GenZ consumer behaviour

Previous fields of research:

Consumer behavior during Glamour days

Membership in scientific or professional bodies/organizations

- 2015 - , Lewis Cross-Cultural Communications Licenced Trainer, member [Lewis Communications](#), international
- 2024 - , GlobalDISC licenced trainer, member [ICQ GlobalDISC](#), international

Publications

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

Contacts

Location at the university

- Building: Main
Room number: 155
Extension: 5268

Colleague CV: Dr. Kelemen Zita Anikó

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Fax:

Internal fax:

E-mail address: zita.kelemen@uni-corvinus.hu

Other professional profiles

LinkedIn: [linkedin.com/in/drzitakelemen](https://www.linkedin.com/in/drzitakelemen)

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10033291>

Other professional profile 1: <https://secure.cultureactive.com/trainer/609411/?c=Hungary&a=>