



## 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

Main line: 4825268

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=>