



## Kemény Ildikó

### Qualifications, scientific degrees

#### Higher education qualifications

- 2004 - 2009  
University of Pécs Faculty of Business and Economics, Specialization in marketing (főiskolai)
- 2006 - 2009  
Comenius Szakközépiskola és Szakiskola, Management in tourism (főiskolai)
- 2010 - 2015  
Corvinus University of Budapest, PhD (főiskolai)
- 2018 - 2018  
Kürt Akadémia, Data Science (főiskolai)

#### Scientific degrees and awards

- 2015, PhD  
Corvinus University of Budapest

### Career

#### Workplaces

- 2010 - 2010  
GKlenet Internetkutató Kft., Market researcher
- 2008 - 2009  
University of Pécs, Faculty of Business and Economics, Research assistant
- 2011 - 2015  
EFOTT, Market researcher and Sponsorship manager
- 2013 - 2016  
Corvinus University of Budapest, Assistant Research Fellow
- 2016 - 2020  
Corvinus University of Budapest, Assistant professor

#### Important study tours, delegacies

- 2007, 4 months  
Tilburg University, The Netherlands
- 2008, 5 months  
Karl Franzes Universität, Graz, Austria (Go Styria!)
- 2012, 3 months

# Colleague CV: Kemény Ildikó

Ludwig Maximilian Univeristät München, Germany (DAAD)

- 2022, 5 months  
University of Twente (C-PAP Scholarship)

## Language skills

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

## Research, professional activity

### Major taught courses or fields of education:

Subjects: The Base of marketing (BA) seminar, The base of market research (BA) seminar, Market research with SPSS (MA) seminar, Consumer behavior and measurement of satisfaction in e-commerce (BA) seminar, Learning and research methodology (BA). Researches: pricing strategy in telecommunication (2010), service quality, satisfaction and loyalty in e-commerce (2010-2013)

### Field of science and discipline:

organization science

### Current fields of research:

Omnichannel shopping behaviour, acceptance of e-health, PLS-SEM

### Previous fields of research:

online-consumers satisfaction, WOM, e-WOM, repurchasing intention, e-commerce

### Major research projects

- 2010 - 2013, A nemzetközi gazdasági folyamatok és a hazai üzleti szféra versenyképessége  
Form of participation: member of the research team  
Moneylender: TÁMOP-4.2.1.B-09/1/KMR-2010-0005  
Further info about research:
- 2013 - 2017, THE IMPACT OF THE INTEGRATED MODEL OF CONSUMER SATISFACTION, LOYALTY AND VALUE ON THE ECONOMIC OUTCOME  
Form of participation: member of the research team  
Moneylender: OTKA-K 109792  
Further info about research: According to the marketing literature it is necessary to develop a scale that is valid in all of the aspects and categories of e-commerce. Francis in 2009 has already

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developed a scale, called RECIPE, which has four modified versions for all of the earlier mentioned product-fulfillment categories. Our previous results shows, that international scales have some limitations in Hungary, that is why we would like to develop an own e-service quality scale, that includes all of the specialties of the Hungarian online consumers and e-commerce. After we have developed the scale we would like to analyze the relationships between e-service quality, satisfaction and loyalty in all product-fulfillment categories. Based on these results we plan as well to define a new, non-monetary customer valuation method, resulting in an index, which enables online stores to segment their customer base according to the value generated by their customers. Our main questions are:1. What are the key dimensions of electronic service quality in Hungary?2. What kind of relationship exists between the e-sq and satisfaction? Is this relationship different in the four product-fulfillment categories? If yes, how?3. What kind of relationship exists between the e-satisfaction and e-loyalty? Is this relationship different in the four product-fulfillment categories? If yes, how?4. Which personal characteristics are moderating the effect between the satisfaction and loyalty?5. How can e-quality, online satisfaction and loyalty be measured in a way to combine these categories into a “non-monetary” customer valuation index?

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## 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: E  
Room number: 321  
Extension: 5208  
Main line:  
Fax:  
Internal fax:

E-mail address: ildiko.kemeny@uni-corvinus.hu

### Consulting hours:

2020/21 autumn semester - Tuesday 13.50-15.10 - Teams - <https://teams.microsoft.com/l/channel/19%3a524650b8a51b4223b6cda2845acfaec4%40thread.tacv2/General?groupId=b9dbcdc7-ea2b-4b4a-9c9f-6a2dda871ecc&tenantId=f8dd01b8-7276-4ace-aa9d-5767f0f4a5af>