



## Dr. Kenesei Zsófia

Egyetemi tanár / Professor  
Actual classification: Professor

### Qualifications, scientific degrees

#### Higher education qualifications

- 1988 - 1993  
Budapest University of Economics, Faculty of Business Administration (D)

#### Scientific degrees and awards

- 2000, PhD  
Budapest University of Economics
- 2015, Dr.Habil

### Career

#### Workplaces

- 1996 -  
Corvinus University Budapest, Marketing Dept., Professor
- 1992 - 1993  
OTP Bank, Marketing Assistant
- 1993 - 1994  
Unisys Hungary,, Junior Projekt Manager
- 1992 - 1992  
Siemens AG Österreich, Wien, Marketing Trainee

#### Public activities in the university (memberships in university bodies)

- 2014 - 2018  
Quality Assurance Committee
- 2016 - 2018  
Faculty Council
- 2016 - 2018  
Dean's Cabinet

# Colleague CV: Dr. Kenesei Zsófia

- 2017 - 2018  
Equis Accreditation Chapter leader
- 2016 - 2018  
Director of Marketing and Media Institute

## Important study tours, delegacies

- 1995, 6 months  
Hautes Etudes Commerciales, Paris
- 1997, 1 month  
University of Economics, Rijeka,

## Language skills

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

## Research, professional activity

### Major taught courses or fields of education:

Marketing, Services Marketing, Marketing strategy, Data visualization

### Field of science and discipline:

organization science

### Current fields of research:

Service recovery, Self-service technologies, AI in services

### Previous fields of research:

Relationship marketing, Bankmarketing, Retailing, Price cognition and perception

### Membership in scientific or professional bodies/organizations

- 1998 - , member,  
Marketing Scholars' Club, national
- 2008 - , member,  
Hungarian Academy of Sciences, General Assembly, national
- 2010 - 2016, National Representative,  
European Marketing Academy (EMAC), international

# Colleague CV: Dr. Kenesei Zsófia

- 2012 - , member,  
Hungarian Academy of Sciences Scientific Committee on Business Administration, national
- 2014 - 2018, President,  
Association for Hungarian Marketing Academics, national

## Board memberships and positions

- 2016 - 2018, Corvinus Marketing studies, editor in chief, editor-in-chief, member of the editorial team  
Hungarian language
- 2017 - 2019, Turizmus Bulletin, member of the editorial team, editor-in-chief, member of the editorial team  
Hungarian language

## Publications

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

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## Contacts

### Location at the university

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## Other professional profiles

MTMT:

<https://m2.mtmt.hu/api/publication?format=html&labelLang=hun&sort=publishedYear.desc&cond=authors:eq:10010664>