



## Dr. Kolos Krisztina Ágnes

Egyetemi tanár / Professor  
Actual classification: Professor  
Year of birth: 1966

### Qualifications, scientific degrees

#### Higher education qualifications

- 1986 - 1992  
Budapest University of Economic Sciences, Foreign Trade (D)

#### Scientific degrees and awards

- 1999, PhD  
Budapest University of Economic Sciences and Public Administration
- 2014, Dr.Habil  
Corvinus University of Budapest

### Career

#### Workplaces

- 1992 - 1996  
Budapest University of Economic Sciences and Public Administration, Department of Marketing, assistant professor
- 1997 - 2000  
Budapest University of Economic Sciences and Public Administration, Department of Marketing, associate professor of marketing
- 2001 - 2002  
BÁV Trading House and Pawn Broker, marketing manager
- 2003 - 2017  
Budapest University of Economic Sciences and Public Administration, Department of Marketing, associate professor
- 2018 -  
Corvinus University of Budapest, professor

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

- 2020 -  
Marketing master program, academic manager

#### Membership in board of supervision and directors

- 2020 -

# Colleague CV: Dr. Kolos Krisztina Ágnes

Patika Egészségpénztár, Member of the Board of directors

## Important study tours, delegacies

- 1994, 4 months  
Northwestern University, USA
- 2012, 10 days  
Wirtschaftsuniversitat Wien,
- 2013, 5 days  
Ephec, Brussels
- 2017, 10 days  
Fudan University, Shanghai

## Awards, titles, honors

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- 2017, Publication award for a book titled BauerA.-Kolos K. (2016) Márkamenedzsment (Brand Management), Akadémiai Kiadó  
MTA (Hungarian Academy of Science)

## Language skills

Language	Speaking	Writing	Reading	Media appearance
<b>French</b>	Advanced	Advanced	Advanced	Yes
<b>English</b>	Advanced	Advanced	Advanced	Yes
<b>Arabic</b>	Advanced	Advanced	Advanced	No

## Research, professional activity

### Major taught courses or fields of education:

Marketing, Marketingmanagement, Services Marketing, Product and Brand Strategies, Brand Management

### Field of science and discipline:

social science

### Current fields of research:

Services marketing, service recovery, competitiveness of firms, older consumers and services

### Previous fields of research:

Perceived risk, market orientation

### Major research projects

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# Colleague CV: Dr. Kolos Krisztina Ágnes

- 2018 - 2020, Competing with the world: marketing and trade  
Form of participation: leader of the research team  
Moneylender: Competitiveness Research Center, Corvinus University of Budapest  
Further info about research: <http://www.uni-corvinus.hu/index.php?id=46171>
  - 2000 - 2002, Analysis of customer to employee interaction  
Form of participation: leader of the research team  
Moneylender:  
Further info about research:
  - 2005 - 2017, Service recovery  
Form of participation: member of the research team  
Moneylender: OTKA  
Further info about research: <http://www.uni-corvinus.hu/index.php?id=25744>
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- 2018 - 2020, EFOP Social Innovation, Wellbeing and tourism (EFOP-3.6.2-16-2017-00017)  
Form of participation: leader of the research team  
Moneylender:  
Further info about research:

## Membership in scientific or professional bodies/organizations

- 2006 - 2020, member, member  
[EMAC](#), international

## Board memberships and positions

- 2017 - , associate editor, president or member of the editorial board  
[Foreign language](#)

## 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 building  
Room number: 316  
Extension: 5228  
Main line: 482-5228  
Fax: 482-5236  
Internal fax: 5236

E-mail address: [krisztina.kolos@uni-corvinus.hu](mailto:krisztina.kolos@uni-corvinus.hu)

### Consulting hours:

<http://marketing.uni-corvinus.hu/index.php?id=mmifaculty>

# Colleague CV: Dr. Kolos Krisztina Ágnes

## Other professional profiles

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10011899>

Scholar: <https://scholar.google.com/citations?hl=hu&user=ryGNBbcAAAAJ>

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