



Prof. Dr. Zsóka Ágnes

Egyetemi tanár / Professor
Rektori szervezet / Akadémiai fejlesztésekért felelős rektorhelyettes
Leader position: vice rector
Year of birth: 1972

Qualifications, scientific degrees

Higher education qualifications

- 1991 - 1997
Budapest University of Economic Sciences, Management and Business Administration (MSc/MA)

Scientific degrees and awards

- 2015, Dr.Habil
Corvinus University of Budapest (CUB)
- 2006, PhD
Corvinus University of Budapest

Career

Workplaces

- 2015 - 2017
CUB, Department of Marketing, habilitated associate professor
- 2017 - 2022
CUB, Department of Marketing, professor
- 2012 - 2015
CUB, Department of Environmental Economics and Technology, associate professor
- 2006 - 2011
CUB, Department of Environmental Economics and Technology, senior assistant professor
- 2003 - 2006
CUB, Department of Environmental Economics and Technology, assistant professor

Public activities in the university (memberships in university bodies)

- 2022 -
Vice Rector for Academic Development
- 2006 - 2022
Programme Director of the Doctoral School of Business and Management
- 2016 - 2022
Director of the German speaking Management Education Centre (Deutschsprachiger Studiengang in Betriebswirtschaftslehre)
- 2006 - 2022
Doctoral School of Business and Management: member of the Doctoral Council (Committee)

Colleague CV: Prof. Dr. Zsóka Ágnes

- 2012 - 2022
Member of the University Doctoral Council

Important study tours, delegacies

- 2019, 4 days
University of St. Gallen teaching as guest lecturer at a CEMS block seminar
- 2019, 1 week
University of Passau, Germany: teaching a complete master course as guest lecturer
- 2018, 1 week
University of Passau, Germany: teaching a complete master course as guest lecturer
- 2018, 4 days
University of St. Gallen teaching as guest lecturer at a CEMS block seminar
- 2017, 2 times 1 week
University of Passau, Germany January: related to the directorship of the DSG June: teaching a complete master course as guest lecturer
- 2017, 4 days
University of St. Gallen teaching as guest lecturer at a CEMS block seminar
- 2017, 2 days
University of Vienna teaching as guest lecturer at a CEMS block seminar
- 2016, 2 times 1 week
University of Passau, Germany: teaching two complete master courses as guest lecturer
- 2015, 1 week
University of Passau, Germany: teaching a complete master course as guest lecturer
- 1999, 3 months
International Institute of Industrial Environmental Economics, Lund, Sweden

Awards, titles, honors

- 2019, Outstanding Contribution Award
CEMS
- 2015, \\\ \\\ \\\ \\\
CUB

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
German	Advanced	Advanced	Advanced	Yes
Russian	Intermediate	Intermediate	Intermediate	No

Research, professional activity

Major taught courses or fields of education:

Corporate Sustainability and Corporate Social Responsibility (in English - CEMS), UNFCCC Climate Strategy

Colleague CV: Prof. Dr. Zsóka Ágnes

Role Play (in English - CEMS), Climate Change and Sustainable Development (in English) Sustainable consumption (in Hungarian), Corporate sustainability case studies (in Hungarian), Global Sustainability Challenges (in German), Strategic Thinking (in German - DSG), Marketing (in German - DSG)

Field of science and discipline:

multidisciplinary social sciences

Current fields of research:

sustainable consumer behaviour, driving forces of environmental awareness of the society, subjective wellbeing under ecological constraints

Previous fields of research:

environmental awareness and environmental management of companies, environmental marketing, sustainable consumption, relationship between environmental education and environmentally aware lifestyle

Major research projects

- 2006 - 2007, Strategic Environmental Assessment of National Strategic Reference Framework and connecting operative programs
Form of participation: member of the research team
Moneylender: National Development Agency
Further info about research:
- 2007 - 2007, Analysing Willingness to pay and benefit transfer at rivers Túr and Kállay-canal
Form of participation: member of the research team
Moneylender: Ministry of Environment and Water Resources
Further info about research:
- 2005 - 2005, Domestic Development Policy Concept - Status Report
Form of participation: member of the research team
Moneylender: National Development Authority
Further info about research:
- 2007 - 2011, Trends and opportunities in sustainable consumption in Hungary
Form of participation: member of the research team
Moneylender: OTKA 68647
Further info about research:
- 2007 - 2007, Supporting the implementation of the Water Framework Directive in Phase II
Form of participation: member of the research team
Moneylender: ÓKO Zrt.
Further info about research:
- 2009 - 2011, Sustainable production, consumption and communication
Form of participation: member of the research team
Moneylender: Norwegian Fund
Further info about research:
- 2009 - 2011, WaterRisk

Colleague CV: Prof. Dr. Zsóka Ágnes

Form of participation: member of the research team

Moneylender: NKFT

Further info about research: Alternatives of efficient and sustainable management of extreme regional water stock risks

- 2009 - 2011, ActClean

Form of participation: member of the research team

Moneylender: EU Central Europe Programme

Further info about research: Supporting cleaner production of companies

- 2012 - 2016, Analysing life satisfaction and happiness under ecological constraints

Form of participation: member of the research team

Moneylender: OTKA 105228

Further info about research:

- 2012 - 2014, PRESOURCE

Form of participation: member of the research team

Moneylender: EU Central Europe Programme

Further info about research: Environmental management practices at SMEs

- 2011 - 2014, Supporting centres of scientific education at Corvinus University of Budapest

Form of participation: leader of the research team

Moneylender: EU

Further info about research: project leader for the doctoral schools of the university

- 2016 - 2019, ENABLE

Form of participation: member of the research team

Moneylender: EU

Further info about research: The research project is led by REKK and it relates to the energy consumption habits of Hungarian households.

- 2019 - 2021, Research field excellence program - Digitalized tourism project - Tourism and liveable environment sub-project

Form of participation: member of the research team

Moneylender: Hungarian State

Further info about research:

- 2019 - 2021, Ecovelo Tour

Form of participation: member of the research team

Moneylender: EU - Interreg Danube

Further info about research: <http://www.interreg-danube.eu/approved-projects/ecovelotour>

- 2016 - 2019, OTKA K116472 project: Accounting and management of Scope 3 emissions

Form of participation: member of the research team

Moneylender: NFKI

Further info about research:

Membership in scientific or professional bodies/organizations

- 2020 - , Faculty Group Chair, leadership position (president, director etc)

[CEMS \(The Global Alliance in Management Education\) Business and the Environment Faculty Group](#), international

- 2012 - 2014, Executive Committee member, member

Colleague CV: Prof. Dr. Zsóka Ágnes

[EDAMBA \(European Doctoral Programmes Association in Management and Business Administration\)](#), international

- 2011 - 2014, RDE Committee (Research and Doctoral Education) member, member [CEMS \(The Global Alliance in Management Education\)](#), international

Expert consultancy activities

- 2007 - 2007
, Hungarian National Sustainable Development Strategy

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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