



## Dr. Deák-Zsótér Boglárka

marketing menedzser  
Actual classification: Senior lecturer

### Qualifications, scientific degrees

#### Higher education qualifications

- 2001 - 2007  
Corvinus University of Budapest, Economist, Marketing specialization (B)

#### Scientific degrees and awards

- 2017, PhD  
Corvinus University of Budapest

### Career

#### Workplaces

- 2009 - 2014  
Corvinus University of Budapest, Department of Marketing, PhD Student
- 2006 - 2007  
Unilever Hungary Ltd., Trade marketing assistant
- 2004 - 2006  
Összhang Cultural Association, Cultural event/festival organizer
- 2002 - 2004  
Motorola Hungary Ltd., Partner relationship administrator
- 2001 - 2002  
Ferenc Erkel Cultural Center of Gyula, Cultural event/festival organizer
- 1999 - 2000  
Fittich Ltd., Commercial sales administrator
- 2014 - 2017  
Corvinus University of Budapest, Department of Marketing, Assistant Lecturer
- 2015 - 2018  
Corvinus University of Budapest, Corvinus Business School, Marketing manager
- 2017 -  
Corvinus University of Budapest, Department of Marketing, Lecturer

# Colleague CV: Dr. Deák-Zsóter Boglárka

## Important study tours, delegacies

- 2012, 1 week  
University of Vienna

## Awards, titles, honors

- 2012, 2nd place at the PhD Competition of Public Finance Quarterly  
State Audit Office of Hungary
- 2016, New National Excellence Program  
Ministry of Human Capacities
- 2017, EMOK Egyesület a Marketing Oktatásért és Kutatásért  
EMOK Association for Teaching and Research in Marketing

## Language skills

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

## Research, professional activity

### Major taught courses or fields of education:

Marketing, BsC  
Marketing research  
Marketing planning  
Learning and research methods

### Field of science and discipline:

organization science

### Current fields of research:

Financial socialization  
Intergenerational influences in youth' financial socialization  
Consumer behaviour of young adults living with their parents  
Family communication  
Financial education  
Financial literacy

### Previous fields of research:

Sales promotions  
Children as target group  
Food marketing to children

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Scientometrics

## Major research projects

- 2016 - 2017, Investigation of young adults' financial culture - considering their time perception and ability for delayed gratification  
Form of participation: leader of the research team  
Moneylender: Ministry of Human Capacities  
Further info about research:
- 2017 - 2018, Researches for Establishment of national strategy for financial culture  
Form of participation: member of the research team  
Moneylender: National University of Public Services  
Further info about research:

## Expert consultancy activities

- 2011 - 2014  
~~OTP Fáy András Foundation, Youth's financial behaviour and the role of financial education~~
- 2011 - 2012  
HungaroControl Hungarian Air Navigation Services Pte. Ltd. Co., Marketing audit and conception of marketing
- 2012 - 2014  
HungaroControl Hungarian Air Navigation Services Pte. Ltd. Co., Marketing strategy for HungaroControl and CRDS
- 2014 - 2015  
HungaroControl Hungarian Air Navigation Services Pte. Ltd. Co., Concept for Knowledge Center of HungaroControl
- 2015 - 2016  
HungaroControl Hungarian Air Navigation Services Pte. Ltd. Co., Counselling for establishment of CSR Strategy of HungaroControl
- 2018 -  
Single Parent Families' Foundation, Business plan for development and maintenance of indoor play ground in Single Parent Centre

## Contacts

### Location at the university

- Building: Main Building  
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Extension: 5068  
Main line:  
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