

**Corvinus University of Budapest**  
**Office of the Vice-Rector for Research**  
*Research Ethics Committee*  
H-1093 Budapest, Fővám tér 8.

File number: KRH/36/2023  
Administrator: Krisztián Ágai  
Extension: 5196  
Attachment: -

**Principal Researcher:** Dr. Erzsébet Malota, associate professor  
**Unit:** Institute of Marketing and Communication Sciences  
**Email:** erzsebet.malota@uni-corvinus.hu  
**Project goal:** Customer-to Customer Communication: Referral of High and Low Involvement Products through Stimulated Word-of-Mouth

### **DECLARATION**

On the basis of the fully completed review questionnaire and the supporting professional documents relating to the submitted request for research ethics approval the Committee grants the request and

**grants the research ethics approval for the research.**  
**The research shall be conducted in accordance with the review questionnaire.**

### **JUSTIFICATION**

The Committee's assessment is as follows:

The attached documents such as the project plan worked out for the referred application, the declaration form designed for this purpose and fully completed by the applicant are compliant with the principles formulated in article (6) of the *Provisions of the Rector No 2/2020. (V. 26.) on setting up the CUB Ad Hoc Research Ethics Committee, and on issuing research ethics permissions*, which governs these provisions and the planned research is in accordance with the CUB's research strategy and institution building plan. *Please note that the declaration forms issued in the annexes 2.a, 2.b and 2.c of the referred Provisions of the Rector shall be completed and signed in all cases during the course of the research.* The decision set out in the operative part was made by the Committee on its meeting of February 23<sup>rd</sup>, 2023.

Budapest, February 24<sup>th</sup>, 2023

L. S.

**Dr. Tamara Keszey**  
Vice-Rector for Research  
Chair of the Research Ethics Committee