

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

File number: KRH/96/2024  
Administrator: Krisztián Ágai  
Extension: 5196  
Attachment: -

**Principal Researcher:** Anna Török assistant professor  
**Unit:** Department of Intercultural Marketing and Consumer Behaviour  
**Email:** anna.torok@uni-corvinus.hu  
**Project title:** Femvertising and gender role equality attitudes.

### 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:

Anna Török asked the Commission to support a research project for 2022. 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, which was retrospective because of the date of the research (2022), set out in the operative part was made by the Committee on its meeting of March 26<sup>th</sup>, 2024.

Budapest, March 27<sup>th</sup>, 2024



  
Professor Dr. Zoltán Oszkár Szántó  
Vice-Rector for Research  
Chair of the Research Ethics Committee