

## **Tamara Keszey**

She is a habilitated associate professor at the Corvinus University of Budapest, habilitated in 2017. She has worked at the Institute of Marketing and Communication (and its predecessor institute), where he was Head of Specialisation and Head of Department since 2001. She has been Vice-Rector for Research at the University since December 2021.

Her research activities are intense and diverse, including the establishment of a research centre and the management of several research projects. Her publication record is remarkable, with regular publications in internationally prominent journals with high qualification. She is sole author of several Q1 articles.

Her teaching experience meets the requirements of university professorship in terms of both quantity and quality. In addition to teaching, she has strong track record as a subject leader as well: Two of the subjects taught under her responsibility have been awarded acknowledging outstanding activity by the Association for Marketing Education and Research, where the referees assess the innovative methodological tools and teaching approach applied in teaching.

She is also active and successful in talent fostering, with all (3) of her supervised students' theses winning 1st rank at the National Conference of Students' Scientific Associations.

Her international embeddedness is strong, being one of one of the chief organisers of EMAC 2022, the largest international conference arranged by the Institute in recent years.

Professional and other awards:

Subcommittee on Industrial and Business Economics of the Committee on Economic Sciences of the Hungarian Academy of Sciences, Publication Award for Excellence in the category of international scientific articles, 2021

Hungarian Academy of Sciences, Subcommittee on Marketing, Publication Award for Excellence in the category of international scientific articles, 2017, 2019

MTA Bolyai Memorial, 2015

University Commemorative Medallion, BCE, 2020

Hungarian Academy of Sciences, Marketing Subcommittee, Pál Kürthy Award for the most outstanding scientific work based on a doctoral dissertation, 2006

Management Science, Budapest Management Review, Best Article Award, 2017

National Conference of Scientific Student Circle, Certificate of Appreciation for supervisor activity (Zoltán Szücs, 2021; György Tamás Sölch, Zoltán Szücs, 2019)

Association for Marketing Education and Research, Hungary's Most Innovative Course (Marketing Planning, Publication Skill Development), 2021, 2017

## Teaching & research activities:

Teaching activities: 25 years of experience in higher education as a seminar leader, lecturer and course instructor in English and Hungarian languages, in undergraduate and postgraduate as well as doctoral programmes

Marketing: in English and Hungarian languages in full-time and correspondence courses, bachelor and master degrees, undergraduate and postgraduate programmes 1998-2015

Marketing Research, full-time bachelor programmes and postgraduate programmes 1999-2003

Marketing Strategy, full-time bachelor programmes, 1999-2003

Marketing management, full-time, master programmes, (BCE), 2015-2019

Marketing design, Full-time, BA programmes, (BCE), 2012-

Publication skill development, Publication counselling doctoral programmes (BCE), 2019-

Research activities: 8 Q1 articles of which 3 are D1 and 5 are single-authored, 2 first-authored; 1 Q2 article

Number of independent Scopus references: 152

Meeting the minimum requirements for habitus test of Doctor of the Hungarian Academy of Sciences (DSc): 330%

mtmt-profil: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10000157>

Participation in international scientific (professional) life:

Member of the European Marketing Academy, executive committee, 2016-2022

Journal of Philanthropy, Editorial Board Member, 2020-

Refereeing (Journal of Business Research, Technovation, Information Systems Management, etc.). 2016-

Horizon Europe (EC/H2020/101030185/EU) Foodization-Marie Skłodowska Curie Fellowship, Chief Researcher, 2021-2023