



## Agárdi Irma

Institute of Marketing / Department of Marketing  
Actual classification: Associate professor

## Qualifications, scientific degrees

### Higher education qualifications

- 1998 - 2004  
Corvinus University of Budapest, Doctoral Programme of Faculty of Business Administration (F)
- 1993 - 1996  
University of Economic Sciences Budapest, Marketing Major (B)
- 1994 - 1996  
University of Economic Sciences Budapest, German Language Programme (B)
- 1990 - 1993  
College for Commerce and Hospitality, Commerce (A)

### Scientific degrees and awards

- 2005, PhD  
Corvinus University of Budapest

## Career

### Workplaces

- 1996 - 1997  
University of Economic Sciences Budapest, Marketing Department, research assistant
- 1998 - 2000  
University of Economic Sciences Budapest, Marketing Department, PhD student
- 2001 - 2005  
, assistant professor
- 2005 - 2011  
Corvinus University of Budapest, Marketing and Media Institute, Marketing Department, senior lecturer
- 2011 -  
Corvinus University of Budapest, Marketing and Media Institute, Marketing Department, associate professor

# Colleague CV: Agárdi Irma

- 2014 -  
Corvinus University of Budapest, Marketing and Media Institute, Marketing Department, Head of Retail Research Centre

## Public activities in the university (memberships in university bodies)

- 2019 - 2019  
Faculty of Business Administration, Research Committee member

## Important study tours, delegacies

- 1997, 1 year  
Universität Passau (junior researcher)
- 2003, 1 month  
HEC, Jouy-en-Josas (research fellow)
- 2001, 1 week  
Seminar on Building Models for Marketing Decisions, Brüssel
- 2008, 3 days  
Seminar on PLS Path Modeling, Hamburg
- 2011, 2 weeks  
CEEMAN International Management Teaching Academy, CEEMAN Slovenia
- 2014, 3 nap  
Zurich University of Applied Sciences (guest lecturer)
- 2006, 1 month  
Vienna University of Economics and Business Administration (CEEPUS Teacher Mobility)
- 2007, 1 week  
Babes-Bolyai University, Marketing Department
- 2015, 3 days  
Zurich University of Applied Sciences (guest lecturer)
- 2016, 3 days  
Zurich University of Applied Sciences (guest lecturer)
- 2015, 4 days  
Babes-Bolyai University (guest lecturer)
- 2019, 1 week  
Academic Teaching Excellence course, British Council
- 2018, 1 week  
Babes-Bolyai University (guest lecturer)
- 2021, 1 week  
Horizon Europe training

## Awards, titles, honors

- 2005, Harsanyi Istvan Award  
Scientific Association for Organization and Management
- 2010, Award for the Marketing book of the year  
MTA Marketing Committee
- 2017, EMOK Conference 2017, Best Paper Award  
EMOK
- 2015, Pro Scientia supervisor certificate  
National Council of Student Research Societies

## Language skills

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

## Research, professional activity

### Major taught courses or fields of education:

Retailing Management  
Distribution channels  
Customer Relationship Management  
PhD Seminar on Developing Research Concepts and Models

### Field of science and discipline:

organization science

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### Current fields of research:

NRC mobile payment acceptance of Generation X and Z  
The effect of digitalization on retailing  
Short supply chains as social innovations

### Previous fields of research:

Retail innovation  
Business models of grocery retailers  
CRM Panorama: CRM strategy of service companies  
Capabilities of Multiple Channel Integration  
Sensory marketing in retailing  
Competitive Effects in Retailing  
Domestic and Interational Trends in Retailing  
Consumer Sentiment Index  
The Impact of Privatisation on the Marketing Strategy of Firms

### Major research projects

- 1996 - 1998, The Impact of Privatisation on the Marketing Strategy of Firms  
Form of participation: member of the research team  
Moneylender: EU ACE Project  
Further info about research:
  - 1996 - 2003, Index of Consumer Sentiment  
Form of participation: member of the research team  
Moneylender: Marketing Department, Survey Center  
Further info about research:
  - 1997 - 2000, Efficiency and Performance of the Hungarian Retail Sector  
Form of participation: member of the research team  
Moneylender: Hungarian Scientific Research Grant  
Further info about research:
  - 1998 - 2000, The Value System and Work-related Values of the Hungarian Population.  
Form of participation: member of the research team  
Moneylender: Hungarian Scientific Research Grant
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Further info about research:

- 2000 - 2000, Regional Attitudes in the EUROMOVE Region  
Form of participation: member of the research team  
Moneylender: EU  
Further info about research:
- 2001 - 2001, Founding the Retail Policy in Hungary.  
Form of participation: member of the research team  
Moneylender: Ministry of Economics  
Further info about research:
- 2001 - 2004, The Effect of Horizontal Alliances on the Performance of Grocery Retailers  
Form of participation: leader of the research team  
Moneylender: PhD Programme of the Business Administration Faculty  
Further info about research:
- 2005 - 2006, Managing Interfirm Relationships  
Form of participation: member of the research team  
Moneylender: Competitiveness Research Centre  
Further info about research:

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- 2006 - 2007, Competitive Effects in Hungarian Grocery Retailing  
Form of participation: leader of the research team  
Moneylender: Post-doctoral Research Grant  
Further info about research:
- 2011 - 2012, Marketing and Interfirm Relationships  
Form of participation: member of the research team  
Moneylender: Competitiveness Research Centre  
Further info about research:
- 2013 - 2015, Capabilities of Multiple Channel Integration  
Form of participation: leader of the research team  
Moneylender: Competitiveness Research Centre  
Further info about research:
- 2010 - 2011, The Role of Haptic Exploration in Channel Choice of the Consumers.  
Form of participation: leader of the research team  
Moneylender:  
Further info about research:
- 2014 - 2016, CRM Panorama: CRM strategy of service companies  
Form of participation: leader of the research team  
Moneylender:  
Further info about research: For many companies, Customer Relationship Management (CRM) has become an important part of everyday business. Now, CRM is a widespread business activity in several industries. Not only new sectors have explored the opportunity in CRM but the range of CRM applications have been grown in the last 2 decade. The CRM Panorama is a research project of the Retail Research Centre in co-operation with the consulting firm, L&P Solutions Ltd. The objective of the research is to give a wide-angle view about the CRM activities of service companies operating in Hungary. During the research, we conducted expert interviews with 20 managers responsible for CRM in 5 different (bank, insurance, telecommunication, retailing, hotel) sectors.

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- 2014 - , Retail innovation  
Form of participation: leader of the research team  
Moneylender:  
Further info about research: This work-in-progress project focuses on the innovation activity of the European retailers. The research aims to study how innovation and diversification affects the performance of international retail companies. Based on an 8-year longitudinal database, the research contributes to a deeper understanding of innovation patterns of retailers and it explores the interaction between innovation and diversification. Beside identifying innovation patterns of retailers, the findings will lead to implications how innovation and diversification activity can be harmonized in order to achieve higher performance.
- 2014 - , Business models of grocery retailers  
Form of participation: leader of the research team  
Moneylender:  
Further info about research: Business models play an important role in the evolution of the retail sector. However, the concept of business model is loosely defined in the management and retail literature. Clarification is needed to distinguish between concepts as strategy, business model, or business format. To make matters worse, retailers operate multiple formats representing different business models. Retail research often identify business formats as business models. This work-in-progress research project aims to find answers for the above dilemmas by identifying typical business models in the Hungarian grocery retail sector.

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- 2018 - 2019, Short supply chains as social innovations  
Form of participation: member of the research team  
Moneylender: EFOP-3.6.2-16-2017-00007  
Further info about research: The project focuses on the Hungarian short food supply chains. More precisely, it aims to explore how short food supply chains differ as value chain, what roles are fulfilled by manufacturers and distributors. It is especially interesting what type knowledge is shared within the channel. Related research questions: what innovative solutions can be observed in the short food supply chains, what are the social effects of these special distribution form in a global economy? Expected results: development of the local or regional innovation networks through the better understanding of short food supply chains.
- 2018 - 2019, Digital innovations in the retail sector  
Form of participation: leader of the research team  
Moneylender: EFOP-3.6.3.-VEKOP-16-2017-00007  
Further info about research: Digitalization has a widespread effect on the entire retail operation. Digital interactions are already affecting 56% of the in-store sales (Deloitte, 2018). The research aims to explore and analyze the patterns of digital innovations in the international grocery retail sector. More precisely, the research focuses on how digital solutions influence the retail sales activity, integrate online and offline channels, and whether digital innovations have an impact on the financial performance of the company. The research is based on panel database of International grocery retailers for the period 2007-2017.
- 2019 - , Do generations differ in accepting mobile payment?  
Form of participation: member of the research team  
Moneylender:  
Further info about research: Consumers use increasingly their mobile phone to pay for products and services. Research on mobile payment assumed that the younger consumers are more likely to use the new payment method than older consumers because they have more affinity to new technology. Therefore, we aim to compare the mobile payment acceptance between different generations. We conducted an online survey among generation Z and X. The sample had been analysed with multi-group SEM. Our findings showed that the technology acceptance are driven

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mostly by perceived compatibility, usefulness, subjective norms, ease of use and enjoyment related to mobile payment. Surprisingly, only the ease of use showed difference between the two generations. Usefulness, compatibility, enjoyment and subjective norms revealed similar effects on the intended use of mobile payments of both generations.

- 2018 - 2020, Automated, life-stage-based, real-time decision support framework system  
Form of participation: member of the research team  
Moneylender: GINOP-2.2.1-18-2018-00010  
Further info about research: The goal of the project is the development of an artificial intelligence driven, insight based decision making framework technology and system. The system represents a big data based investigation and analysis activity where as a result of that a production or service company or an administrative unit or a human individual gets support tailored to its life situation. It means that the based on the preliminary and real-time analysis of internal and external data sources enriching them with further data and based on the identification of insights the system make suggestions which can improve the given workflow stage and service and can support the sales. The insight is the preliminary defined and identifiable behavior and status of the participants in the given production, service and sales process. The system is applicable for several segments: industry, private individuals, administration and services. In the framework system there is a self-learning capable modul, which provides the insight based support.

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## Membership in scientific or professional bodies/organizations

- 2003 - , member,  
European Marketing Academy, international
- 2005 - , committee member, member  
Hungarian Academy of Science, Business Administration Committee, national
- 2003 - , Marketing Education and Research Association, member  
, national

## Board memberships and positions

- 2010 - 2019, secretary of the editorial committee,
- 2017 - 2018, , editor-in-chief, member of the editorial team  
Hungarian language
- 2018 - , chief editor, editor-in-chief, member of the editorial team  
Hungarian language

## Expert consultancy activities

- 2005 - 2005  
Hungarian Airlines, Modelling the Travelling Behavior of Passengers
- 2006 - 2006  
T-Mobile, Expected Consumer Reactions to Product Bundles of Double and Triple-play  
Telecommunication Services
- 2007 - 2007  
Malev (Hungarian Airlines), Measuring the Impact of Joining the oneworld Alliance on the Brand  
Value of the Hungarian Airlines
- 2009 - 2009  
Hungarian Post, Development of Two-Phase Loyalty Program
- 2011 - 2011  
Hungarian Telekom, KPI Measurement of 360-degree Marketing Communication Programs
- 2013 - 2013

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- Research and Innovation DG, European Commission, Retail Innovation in the European Union
- 2014 - 2014  
, CRM training for the insurance company Uniqa
- 2019 - 2019  
SPAR Hungary Ltd., Trends and benchmark opportunities of international grocery retailers

## Publications

- [MTMT](#)

## Contacts

### Location at the university

- Building: Main Building - Fovam ter 8.  
Room number: E355  
Extension: 5275  
Main line: +36 1 482 5275  
Fax: +36 1 482-5236  
Internal fax: 5236
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E-mail address: [irma.agardi@uni-corvinus.hu](mailto:irma.agardi@uni-corvinus.hu)

### Consulting hours:

Tuesday 14.30-16.00

## Other professional profiles

LinkedIn: <https://hu.linkedin.com/in/ag%C3%A1rdi-irma-4a5a0114>

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

Scholar: <https://scholar.google.com/citations?user=r0Tg6KEAAA&hl=en>