

Dr. Habil Agárdi Irma

Rektori szervezet / Marketing- és Kommunikációtudományi / Marketingmenedzsment

Qualifications, scientific degrees

Higher education qualifications

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

Scientific degrees and awards

- 2005, PhD Corvinus University of Budapest
- 2023, Dr.Habil 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
- , 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

2014 -

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

Membership in board of supervision and directors

• 2024 -

Association for the Marketing Education and Research,

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, Brüsszel

• 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 (quest 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

• 2024, 1 week

ESPM, Sao Paulo Brazil

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

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 ManagementDistribution channelsCustomer Relationship ManagementPhD Seminar on Developing Research Concepts and Models

Field of science and discipline:

organization science

Current fields of research:

NRC mobile payment acceptance of Generation X and ZThe effect of digitalization on retailingShort supply chains as social innovations

Previous fields of research:

Retail innovationBusiness models of grocery retailersCRM Panorama: CRM strategy of service companiesCapabilities of Multiple Channel IntegrationSensory marketing in retailingCompetitive Effects in RetailingDomestic and Interational Trends in RetailingConsumer Sentiment IndexThe 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 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 Policity 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:

 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.

• 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.

 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 manufactrers 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 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.

Form of participation: member of the research team Moneylender: GINOP-2.2.1-18-2018-00010

Further info about research: The goal of theproject 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.

• 2018 - 2020, Automated, life-stage-based, real-time decision support framework system

Membership in scientific or professional bodies/organizations

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

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
 - 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
- Scopus

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

E-mail address: 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: <a href="https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel="https://m2.mtmt.hu/gui2/?type=authors&mode=browse&s

Scholar: https://scholar.google.com/citations?user=r0Tg6KEAAAAJ&hl=en