



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)

Díjak, címek, kitüntetések

- 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
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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

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
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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 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:
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- 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

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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 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

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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.

- 2020 - , Automated, life-stage-based, real-time decision support framework system
Form of participation: member of the research team
Moneylender: GINOP 2018-1.3.1-VKE Competitiveness and Excellence Cooperations
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,
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

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- 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](#)

Contacts

Location at the university

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Consulting hours:

Tuesday 14.30-16.00