



Dr. Ásványi Katalin

Egyetemi docens / Associate Professor
Institute of Marketing / Department of Media,
Marketingcommunications and Designcommunications
Actual classification: Associate professor

Qualifications, scientific degrees

Higher education qualifications

- 2007 - 2013
Corvinus University of Budapest, Doctoral School in Business Administration (F)
- 2002 - 2007
Corvinus University of Budapest, Service management (B)

Scientific degrees and awards

- 2013, PhD
Corvinus Universtiy of Budapest

Career

Workplaces

- 2014 - 2015
Budai and partner Ltd., external consultant
- 2014 - 2016
CUB, Department of Tourism, assistant professor
- 2012 - 2014
CUB, Department of Economic Geography, PhD candidate/research fellow
- 2010 - 2012
CUB, Department of Environmental Economics and Technology, PhD candidate/research assistant
- 2007 - 2010
Corvinus University of Budapest, PhD student
- 2007 - 2008
Inventio Kft., consultant, project assistant
- 2017 - 2018
CUB, Department of Marketing, Media and Designcommunication, assistant professor
- 2019 -
CUB, Department of Marketing, Media and Designcommunication, associate professor

Public activities in the university (memberships in university bodies)

- 2011 - 2017
TDK section secretary - Tourism and Transport section
- 2018 -

Colleague CV: Dr. Ásványi Katalin

- TDK section secretary - Marketing, Media and Designcommunication
- 2017 - member of Responsible Business Education Board
- 2018 - responsible for the TDK sections of Marketing and Media Institute

Important study tours, delegacies

- 2011, 1 week
Altay State and Polytechnical University
- 2011, 1 week
Tomsk Politechnical University
- 2012, 1 week
Grenoble

- 2018, 1 week
Passau
- 2019, 1 week
Passau

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Intermediate	Intermediate	Advanced	Yes
French	Intermediate	Intermediate	Intermediate	

Research, professional activity

Major taught courses or fields of education:

Corporate social responsibility, CSR communication, Communication practices in Tourism, Basis of professional communication, Corporate responsibility in culture, Responsible management in tourism

Field of science and discipline:

organization science

Current fields of research:

CSR, sustainability, education of CSR
sustainable tourism, festival tourism, family-friendly tourism, senior tourism

Previous fields of research:

volunteer tourism, accessible tourism
tourism marketing . the role of image in transport

Colleague CV: Dr. Ásványi Katalin

Major research projects

- 2010 - 2012, támop project
Form of participation: member of the research team
Moneylender:
Further info about research: Sustainable sub-project
- 2010 - 2011, WateRisk project
Form of participation: member of the research team
Moneylender:
Further info about research: Q methodology survey in Bereg and Nagykörű
- 2010 - 2011, Tempus project
Form of participation: member of the research team
Moneylender:
Further info about research: tourism teaching development in Siberia
- 2015 - 2018, OTKA project
Form of participation: member of the research team
Moneylender:
Further info about research: Renewable energy usage in tourism
- 2018 - , EFOP 3.6.1.
Form of participation: member of the research team
Moneylender:
Further info about research: consultation of thesis
- 2018 - , EFOP-3.5.1-16-2017-00001 project
Form of participation: member of the research team
Moneylender:
Further info about research:
- 2017 - 2018, EFOP-3.4.3. project
Form of participation: member of the research team
Moneylender:
Further info about research:
- 2019 - , Topic Excellence Program
Form of participation: member of the research team
Moneylender:
Further info about research: Teamleader of Social impacts of autonomous vehicles subproject

Membership in scientific or professional bodies/organizations

- 2009 - , ,
, national
- 2014 - , ,
, national

Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)

Colleague CV: Dr. Ásványi Katalin

Contacts

E-mail address: katalin.asvanyi@uni-corvinus.hu

Consulting hours:

<http://marketing.uni-corvinus.hu/index.php?id=mmifaculty>
