



## Dr. Ásványi Katalin

Egyetemi docens / Associate Professor  
Rektori szervezet / Fenntartható Fejlődés Intézet / Fenntarthatósági  
Menedzsment és Környezetgazdaságt  
Leader position: dean  
Year of birth: 1984

## Qualifications, scientific degrees

### Higher education qualifications

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

### Scientific degrees and awards

- 2024, Dr.Habil  
Corvinus Universtiy of Budapest
- 2013, PhD  
Corvinus Universtiy of Budapest

### MTA membership

- , Regular member

## 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 - 2022  
CUB, Department of Marketing, Media and Designcommunication, associate professor

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- 2022 - 2024  
CUB, Department of Sustainability Management and Environmental Economics, associate professor
- 2024 -  
CUB, Department of Sustainability Management and Environmental Economics, habilitated associate professor
- 2025 -  
CUB, Dean for Sustainability

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

- 2011 - 2017  
TDK section secretary - Tourism and Transport section
- 2018 -  
TDK section secretary - Marketing, Media and Designcommunication

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- 2017 - 2019  
member of Responsible Business Education Board
- 2018 - 2021  
responsible for the TDK sections of Marketing and Media Institute
- 2021 -  
Responsible for BA in Commerce and Marketing
- 2022 - 2025  
responsible for the TDK section of Sustainable Management and Environmental Economics
- 2022 -  
ERS Hub Steering Committee, chair
- 2022 -  
Hungarian Academy of Sciences Marketing Subcommittee Public Service and Nonprofit Marketing Working Group, deputy chair
- 2023 -  
representative, PRME CEE Chapter, Steering Committee (Principle for Responsible Management Education)
- 2022 - 2024  
business owner, Navigator project
- 2025 - 2026  
European University Association (EUA) Task-and-Finish Group on Sustainability

## Important study tours, delegacies

- 2011, 1 week  
Altay State and Polytechnical University, Russia
- 2011, 1 week  
Tomsk Politechnical University, Russia
- 2012, 1 week  
Grenoble, France
- 2018, 1 week  
Passau, Germany
- 2019, 1 week  
Passau, Germany
- 2023, 1 week  
Vannes, France
- 2024, 2 weeks  
Vannes, France
- 2026, 1 week  
Hi Chi Minh City, Vietnam

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## Awards, titles, honors

- 2020, Corvinus Excellent Mentor Award  
Corvinus University of Budapest
  - 2022, TDK Best Paper Award Supervisor  
CUB
  - 2023, MTA GTB Publication Quality Award  
MTA
  - 2023, Corvinus Research Excellence Award  
CUB
  - 2023, Teacher of the Year Award  
CUB
  - 2024, Corvinus Research Excellence Award  
CUB
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- 2024, PRME Faculty Teaching Award – Marketing section  
PRME
  - 2024, Corvinus Gold Medal  
CUB
  - 2024, Teaching Community of the Year Award  
CUB
  - 2024, TOP 25% -QS Reimagine Education Award – Sustainable Education Literacy  
QS
  - 2025, Profformance - International Higher Education Teacher Award – Sustainability – 2nd place  
and National Best  
Profformance

## Language skills

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

## Research, professional activity

### Major taught courses or fields of education:

Corporate social responsibility, CSR 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, family-friendly tourism, sustainable museums

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## Previous fields of research:

volunteer tourism, accessible tourism, festival tourism, tourism marketing . the role of image is transport

## 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, WaterRisk 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 - 2022, Topic Excellence Program  
Form of participation: member of the research team  
Moneylender:  
Further info about research: Team leader of Social impacts of autonomous vehicles subproject
- 2020 - 2021, EFOP-3.6.3-VEKOP-16-2017-00007  
Form of participation: leader of the research team  
Moneylender:  
Further info about research: The impact of education about sustainability and responsibility on university students
- 2023 - , research fellowship, MTA to support researchers raising children  
Form of participation: leader of the research team

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Moneylender:

Further info about research: The impact of education about sustainability and responsibility on university students

- 2024 - 2024, Scientific Research Stay Scholarship (French scholarship)  
Form of participation: leader of the research team  
Moneylender: Frenh Institute  
Further info about research: The impact of education about sustainability and responsibility
- 2024 - , OTKA - Life +2 Celsius: inclusive solutions for sustainable consumption  
Form of participation: member of the research team  
Moneylender: OTKA  
Further info about research: Life +2 Celsius: inclusive solutions for sustainable consumption

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- 2024 - 2026, Hubert Curien-Balaton Programme 2024-2025  
Form of participation: leader of the research team  
Moneylender: TEMPUS  
Further info about research: The methods of education about sustainability and responsibility

## Membership in scientific or professional bodies/organizations

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

## Publications

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

## Contacts

### Location at the university

- Building: Main building  
Room number: E.200  
Extension:  
Main line:  
Fax:  
Internal fax:
- Building: C building  
Room number: C.305  
Extension:  
Main line:  
Fax:  
Internal fax:

E-mail address: [katalin.asvanyi@uni-corvinus.hu](mailto:katalin.asvanyi@uni-corvinus.hu)

# Colleague CV: Dr. Ásványi Katalin

## Other professional profiles

LinkedIn: [www.linkedin.com/in/katalin-ásványi-a4b86127](http://www.linkedin.com/in/katalin-ásványi-a4b86127)

MTMT: <https://m2.mtmt.hu/api/author/10033367>

Scholar: <https://scholar.google.com/citations?user=y8H4isOAAA&hl=hu&oi=ao>

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