

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

- 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
- 2017 - 2019
  member og 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

Colleague CV: Dr. Ásványi Katalin

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
- 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 responsiblity, CSR communication, Corporate responsibility in culture, Responsible managemtóent 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

Colleague CV: Dr. Ásványi Katalin

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: Sustinable 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 - 2022, Topic Excellence Program
  Form of participation: member of the research team
  Moneylender:
  Further info about research: Team leader of Social impacts of autonomous vechicles 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

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 offical 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

Colleague CV: Dr. Ásványi Katalin

Other professional profiles

LinkedIn: www.linkedin.com/in/katalin-ásványi-a4b86127

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

Scholar: https://scholar.google.com/citations?user=y8H4isQAAAAJ&hl=hu&oi=ao