

Dr. Bauer András

Egyetemi tanár / Professor
Actual classification: Professor

Qualifications, scientific degrees

Higher education qualifications

- 1969 - 1974
  Karl Marx University of Economic Sciences, industrial organihzation (B)

Scientific degrees and awards

- 1993, kandidátus
  Hungarian Academy of Sciences
- 2005, Dr.Habil
  CUB

MTA membership

- , External member

Career

Workplaces

- 1979 - 2002
  CUB Department of Marketing, associate professor
- 2012 -
  CUB Department of Marketing, Full professor

Public activities in the university (memberships in university bodies)

- 1996 - 2004
  Member of Faculty Senate
- 2009 -
  University Doctoral Council, member
- 2005 - 2006
  CDC International Studies Center
- 2010 - 2015
  Member of Faculty Senate
- 2017 -
  Head of research center for digital marketing

Important study tours, delegacies

- 1989, 6 months
  UC Berkeley
- 2000, 1 year
  HEC School of Management
- 2007, 6 weeks
  UC Berkeley
- 2006, 6 weeks
  UC Berkeley
- 2009, 2 weeks

- 2008, 1 week

- 2011, 1 week

- 2012, 1 week
  GSOM
- 2012, 6 weeks
  NYU
- 2013, 1 week

- 2014, 1 week

- 2017,

Awards, titles, honors

- 1999, Széchenyi Research Professor
  Ministry of Education
- 2000, Fulbright
  Fulbright Comission
- 1989,

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Intermediate	Intermediate	Intermediate	
German	Advanced	Advanced	Advanced	

Research, professional activity

Major taught courses or fields of education:

Marketing (bachelor és mester)
Marketing challenges in diverse European Markets (CEMS)
Connecting to Market (MBA)

Colleague CV: Dr. Bauer András

Field of science and discipline:

organization science

Current fields of research:

distribution system, emerging markets, consumer behavior

Previous fields of research:

marketing efficiency

Major research projects

- 1998 - 2001,
  Form of participation: leader of the research team
  Moneylender:
  Further info about research:

- 2008 - 2010, Fairness of B2B relations
  Form of participation: member of the research team
  Moneylender:
  Further info about research:

- 2008 - 2010, Advertising in Emerging Markets
  Form of participation: member of the research team
  Moneylender: own funds
  Further info about research: International team

Membership in scientific or professional bodies/organizations

- 1995 - 2018, Executive committee, member
  EMAC, international
- 2007 - 2010, chair,
  CEMS Marketing IFG, international
- 2004 - 2010, member,
  National Academy Marketing, national
- 2011 - 2018, member,
  Hungarian Design Council, national
- 2012 - 2018, Vice President, leadership position (president, director etc)
  European Marketing Academy, international
- 2012 - , Hungarian Academy of Sciences Economics and Business Committee, member
  , national
- 2015 - , , member
  , international
- 2011 - 2018, member, member
  Hungarian Design Council, national
- 2012 - , member, member
  Superbrands, national

Board memberships and positions

- 1998 - 2002, editoral board,

Colleague CV: Dr. Bauer András

- 2005 - 2018, editiroal board,
- 2006 - 2009, editiroal board,
- 1991 - 1993, member of editiorial board,
- 2013 - , member of editorial board,

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: E building
  Room number: 339
  Extension: 5106
  Main line: 482 5106
  Fax:
  Internal fax:

E-mail address: andras.bauer@uni-corvinus.hu

Consulting hours:

Wednesday