



Dr. Bauer András

Egyetemi tanár / Professor
Institute of Marketing / Department of Marketing
Actual classification: Professor

Qualifications, scientific degrees

Higher education qualifications

- 1969 - 1974
Karl Marx University of Economic Sciences, industrial organization (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,

Díjak, címek, kitüntetések

- 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)

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, editorial board,

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

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: E building
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Internal fax:

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Consulting hours:

Wednesday