Dr. Csepeti Ádám

Egyetemi Adjunktus / Assistant Professor
Actual classification: Senior lecturer

Qualifications, scientific degrees

Higher education qualifications

- 2003 - 2008
  Corvinus University of Budapest, Corvinus University of Budapest, Faculty of Business Administration, Marketing and Economic Policy and Management (B)
- 2008 - 2011
  Corvinus University of Budapest, Doctoral School of Business Administration (F)

Scientific degrees and awards

- 2015, PhD
  Corvinus University of Budapest, Doctoral School of Business Administration

Career

Workplaces

- 2011 - 2016
  Institute of Marketing and Media, Corvinus University of Budapest, Researcher assistant
- 2016 -
  Institute of Marketing and Media, Corvinus University of Budapest, Assistant professor

Public activities in the university (memberships in university bodies)

- 2011 -
  Expert responsible for traineeships, BA commerce and marketing

Important study tours, delegacies

- 2017, 1 week
  Babes-Bolyai University, FSEGA, Cluj-Napoca, Romania (Erasmus Plus Teaching Mobility)
- 2016, 1 week

Babes-Bolyai University, FSEGA, Cluj-Napoca, Romania (Erasmus Plus Teaching Mobility)
- 2015, 1 week
  Babes-Bolyai University, FSEGA, Cluj-Napoca, Romania (Erasmus Plus Teaching Mobility)
- 2014, 1 week
  Babes-Bolyai University, FSEGA, Cluj-Napoca, Romania (Erasmus Plus Teaching Mobility)

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Basic Marketing
Marketing management
Services marketing
Marketing strategy
Marketing planning
Sport marketing

Field of science and discipline:

organization science

Current fields of research:

Marketing Strategy, Strategic Typologies, Strategic Performance Assessment, Healthcare Marketing, Market Orientation, Hidden Economy, Competitiveness

Previous fields of research:

Further fields of interest: Macroeconomics, Economic Policy Making, International Business Economics, International Trade, Economic History, BRICS Countries , Emerging markets

Contacts

Location at the university

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  Room number: E. 339
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