Dr. Cserdi Zsófia Hajnalka

Egyetemi adjunktus / Assistant Professor
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet / Marketingmenedzsment Tanszék

Qualifications, scientific degrees

Higher education qualifications

- 2015 - 2017
  Corvinus University of Budapest, Faculty of Economics, Marketing (MSc/MA)
- 2011 - 2015
  Corvinus University of Budapest, Faculty of Economics, Tourism and Catering (BSc/BA)

Scientific degrees and awards

- 2023, PhD
  Corvinus University of Budapest

MTA membership

- , Regular member

Career

Workplaces

- 2023 -
  Corvinus University of Budapest, Assistant Professor
- 2021 - 2023
  Corvinus University of Budapest, Assistant Lecturer

Public activities in the university (memberships in university bodies)

- 2025 -
  TDK Section Secretary: Marketing Strategy

Important study tours, delegacies

- 2025, 15-21. 06.
  International Management Teachers Academy (IMTA)

Awards, titles, honors

- 2025, Spotlight on Teaching

Corvinus University of Budapest
- 2024, Lecturer of the Year
  Corvinus University of Budapest
- 2023, Best Paper
  EMOK - Association for Marketing Education and Research

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Services Marketing & Customer Experience, Retail Experience, Services Management, Services Marketing and User Experience (UX), Online Shopping Trends, Marketing, Marketing Research

Field of science and discipline:

organization science

Current fields of research:

Artificial Intelligence in Services, Immersion in the World of Services, Service Design, Omnichannel Solutions

Previous fields of research:

Self-Service Technologies, Forced Technology Adoption, Smart Hotels

Major research projects

- 2024 - , OTKA – Digital Humanism: Human-Centered Use of Artificial Intelligence in Services
  Form of participation: member of the research team
  Moneylender: National Research, Development and Innovation Office (NRDI Office / NRDI Fund)
  Further info about research:

Publications

- Publications can be found at MTMT. (MTMT is the offical repository of the university.)

Contacts

Colleague CV: Dr. Cserdi Zsófia Hajnalka

Location at the university

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  Room number: 341.
  Extension:
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