

Dr. Csordás Tamás Viktor

Egyetemi Adjunktus / Assistant Professor
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet / Marketing- és Designkommunikáció Tanszék

Qualifications, scientific degrees

Higher education qualifications

- 2009 - 2016
  Corvinus University of Budapest, Graduate School of Management Science (főiskolai)
- 2007 - 2009
  Corvinus University of Budapest, Faculty of Business Administration, Business Administration programme, Specialisation in Marketing (főiskolai)
- 2003 - 2007
  Budapest Business School, Faculty of International Management and Business, Foreign Trade programme, Specialisation in Media Management (főiskolai)
- 2003 - 2006
  Université de Picardie Jules Verne, BA in Economics and Management (főiskolai)
- 2014 - 2016
  Corvinus University of Budapest, Translator (főiskolai)

Scientific degrees and awards

- 2016, PhD
  Corvinus University of Budapest, Faculty of Business Administration

Career

Workplaces

- 2012 - 2016
  Corvinus University of Budapest, Department of Media, Marketing Communications and Telecommunication, assistant research fellow
- 2009 - 2012
  Corvinus University of Budapest, Department of Media, Marketing Communications and Telecommunication, Phd-student
- 2016 -
  Corvinus University of Budapest, Department of Marketing, Media, and Design Communications, assistant professor

Colleague CV: Dr. Csordás Tamás Viktor

Public activities in the university (memberships in university bodies)

- 2023 - 2024
  Elected Senator, Corvinus University Senate

Important study tours, delegacies

- 2017, 1 week
  University of Zagreb
- 2012, 1 week
  Jönköping International Business School [JIBS] – Media Management and Transformation Centre [MMTC]

Awards, titles, honors

- 2020, Award of Distinction
  Corvinus University of Budapest
- 2021, Outstanding Mentor Award
  Corvinus University of Budapest
- 2024, Teaching Community of the Year Award
  Corvinus University of Budapest

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Marketing communications / Global communication campaigns / Advertising management; Business communication & strategy; Integrated marketing communications; Content marketing; Advertising in the mass media; Media economics; Digital marketing; Social media and mobile marketing; E-marketing in tourism; Planning creative messages; Qualitative research methods; etc.

Field of science and discipline:

organization science

Current fields of research:

virtual communities; co-creation; empowered consumers; online qualitative research techniques; marketing education

Major research projects

- 2009 - 2016, User participation as a marketing communications tool in the age of digital media [doctoral research]
  Form of participation:
  Moneylender:
  Further info about research: https://doi.org/10.14267/phd.2016004

- 2013 - 2016, CRE8TV.EU–320203 ‘Unveiling Creativity for Innovation in Europe’
  Form of participation: member of the research team
  Moneylender: European Community’s Seventh Framework Programme (FP7)
  Further info about research: https://cordis.europa.eu/project/id/320203

- 2017 - 2017, KÖFOP-2.1.2-VEKOP-15-2016-00001 ‘Public Service Development Establishing Good Governance’, Workshop nr. NKE/5157-4/2017 on ‘Research Establishing National Strategy on (Public) Financial Literacy’, Research on the ‘Form and structure of financial advertisements’
  Form of participation: member of the research team
  Moneylender: KÖFOP (Public Administration and Public Services Development Operative Programme)
  Further info about research:

- 2017 - 2018, EFOP-3.6.1-16-2016-00013, Intitutional Developments for Intelligent Specialization at the Székesfehérvár Campus of Corvinus University of Budapest’, ‘Social Innovation Networks – Corvinus Lab’ (subproject III.), ‘Designcommunication’ research module
  Form of participation: member of the research team
  Moneylender: EFOP (Human Resources Operative Programme)
  Further info about research:

- 2018 - 2021, H2020-788047: ‘RiConfigure’: Reconfiguring Research and Innovation Constellations
  Form of participation: member of the research team
  Moneylender: European Commission Horizon 2020 Programme
  Further info about research: https://cordis.europa.eu/project/rcn/214910_en.html

- 2023 - 2025, Visegrad Fund n. 22310006: ‘Developing Cooperation between Academia and Society through Knowledge and Capacity Building’
  Form of participation: member of the research team
  Moneylender: International Visegrad Fund
  Further info about research: https://projekty.fm.vse.cz/seznam-projektu/developing-cooperation-between-academia-and-society-through-knowledge-and-capacity-building/

Membership in scientific or professional bodies/organizations

- 2009 - , , member
  EMOK (Hungarian Association for Marketing Education and Research;Egyesület a Marketing Oktatásért és Kutatásért), national
- 2017 - , member of the public body, member
  Hungarian Academy of Sciences (MTA), national
- 2023 - , , member
  IAB Hungary Educators' Club [IAB Hungary Oktatói Klub], national

Publications

- List of publications (MTMT)
- List of publications (Scopus)

Colleague CV: Dr. Csordás Tamás Viktor

Contacts

Location at the university

- Building: Main Building (Bldg. E)
  Room number: 337
  Extension: 5390
  Main line:
  Fax:
  Internal fax:

E-mail address: tamas.csordas@uni-corvinus.hu
Personal webpage: marketing.uni-corvinus.hu

Other professional profiles

LinkedIn: https://linkedin.com/in/tcsordas

MTMT: https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10033308

Other professional profile 1: https://www.scopus.com/authid/detail.uri?authorId=57217308928

Other professional profile 2: https://orcid.org/0000-0002-8077-4000