



## 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

# Colleague CV: Dr. Csordás Tamás Viktor

- 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, Institutional 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](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](mailto:tamas.csordas@uni-corvinus.hu)

Personal webpage: [marketing.uni-corvinus.hu](http://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>