



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
- 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>