



Dr. Csordás Tamás Viktor

Egyetemi Adjunktus / Assistant Professor
Institute of Marketing / Department of Media,
Marketingcommunications and Designcommunications
Actual classification: Senior lecturer

Qualifications, scientific degrees

Higher education qualifications

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

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

Important study tours, delegacies

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

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:

Online and Digital Marketing
Marketing Communications
Media Economics
Media Vehicles and Advertising
Practices of Style in Communication
Marketing

Field of science and discipline:

organization science

Current fields of research:

consumer empowerment
consumer behavior in new media
online information diffusion
user-generated content, and role thereof in marketing & communication
collaborative business models in new media, and role thereof in marketing & communication
qualitative research techniques

Major research projects

- 2009 - 2016, User participation as a marketing communications tool in the age of digital media
Form of participation:
Moneylender:
Further info about research: doctoral research
- 2013 - 2016, CRE8TV.EU-320203
Form of participation: member of the research team
Moneylender: European Community's Seventh Framework Programme (FP7)
Further info about research: <http://www.cre8tv.eu/>
- 2017 - 2018, EFOP-3.6.1-16-2016-00013, Institutional Developments for Intelligent Specialization at the Székesfehérvár Campus of Corvinus University of Budapest
Form of participation: member of the research team
Moneylender: EFOP (Human Resources Operative Programme)

Colleague CV: Dr. Csordás Tamás Viktor

Further info about research:

- 2018 - , H2020-788047:
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
- 2017 - 2017, KÖFOP-2.1.2-VEKOP-15-2016-00001
Form of participation: member of the research team
Moneylender: KÖFOP (Public Administration and Public Services Development Operative Programme)
Further info about research:

Membership in scientific or professional bodies/organizations

- 2017 - , member of the public body, member
Hungarian Academy of Sciences (MTA), national
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Contacts

Location at the university

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

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

Consulting hours:

see: <http://marketing.uni-corvinus.hu/index.php?id=mmifaculty>