



Dr. Habil Gáti Mirkó György

Egyetemi Docens / Associate Professor
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet /
Digitális Marketing Tanszék

Qualifications, scientific degrees

Higher education qualifications

- 2003 - 2009
University of Pécs, Faculty of Business and Economics, Specialization of Marketing (főiskolai)
- 2003 - 2009
University of Pécs, Faculty of Business and Economics, Specialization of Banking and Finance (főiskolai)
- 2014 - 2016
Corvinus University of Budapest, Faculty of Food Science, Postgraduate Specialization Programme of Translators in Agricultural and Natural Science (főiskolai)
- 2010 - 2016
Corvinus University of Budapest, Graduate School of Management Science, Management and Business Administration (főiskolai)

Scientific degrees and awards

- 2016, PhD
Corvinus University of Budapest
- 2025, Dr.Habil
Corvinus University of Budapest

Career

Workplaces

- 2013 - 2016
Corvinus University of Budapest, Assistant Research Fellow
- 2009 - 2010
Ministry of Finance, Scholar
- 2006 - 2008
Ministry of Education and Culture - VTK Innosystem Kft., Group leader - Correction and evaluation of The Standards of Learning Assessment
- 2016 - 2017
Corvinus University of Budapest, Assistant lecturer
- 2017 - 2021
Corvinus University of Budapest, Assistant Professor
- 2021 -
Corvinus University of Budapest, Associate Professor

Colleague CV: Dr. Habil Gáti Mirkó György

Public activities in the university (memberships in university bodies)

- 2022 -
EMAC National Representative

Important study tours, delegacies

- 2014, 2 weeks, October-November
Estonian Business School
- 2015, 2 weeks, October-November
Estonian Business School
- 2016, 2 weeks, October-November
Estonian Business School
- 2017, 2 weeks, October-November
Estonian Business School
- 2018, 4 weeks, April, October-November
Estonian Business School
- 2017, 1 week, January
University of Zagreb
- 2019, 4 weeks, April, October-November
Estonian Business School

Awards, titles, honors

- 2017, István Harsányi PhD prize
Hungarian Association for Innovation
- 2017,
Budapest Management Review journal Editorial Office
- 2018,
Budapest Management Review journal Editorial Office

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
French	Intermediate	Intermediate	Advanced	No

Research, professional activity

Major taught courses or fields of education:

Marketing Business marketing (B2B)Értékesítési és eladástechnikák (Sales Techniques) Sportmarketing (Sports marketing) Marketing kutatás (Marketing Research) Marketing and Public Opinion Research (English course) Marketing Management (English course) Online marketing Online and Digital Marketing (English course)

Field of science and discipline:

Colleague CV: Dr. Habil Gáti Mirkó György

organization science

Current fields of research:

Marketing Small and Medium-sized Enterprises Marketing Online Marketing Social Media Marketing Marketing and sales

Major research projects

- 2010 - 2010, Clients' incomes from hidden economy: marketing approach and empirical attempt to support risk assessment operations of banks
Form of participation: member of the research team
Moneylender: OTP Bank Plc.

Further info about research: Estimation methods of black economy Own parts: Categorization of informal economy Indirect estimation methods Direct estimation methods
- 2014 - 2014, Physical activities and sport in Hungary
Form of participation: member of the research team
Moneylender: Hungarian Sports Science Partnership – Hungarian Sport Management Partnership, TÁMOP-6.1.2/11/2012-0002 project
Further info about research: Exploring innovative and creative communication, media and marketing contents in favor of supporting health-related physical activities, especially organizing sport communities that can work with segmented target groups Exploring sport organizing solutions Supporting health development for households, and helping amateur sports communities and their expansion Own parts: Presentation and analysis of potential communication tools Professional expectations from a comprehensive sports communication webpage
- 2010 - 2010, Change of consumer habits, and the effect of advertising in recession, consumer and enterprise reactions
Form of participation: member of the research team
Moneylender: Magyar Telekom Plc.
Further info about research: Connection between recession and advertisements in the international literature Own parts: Advertisements in economics Consumer reactions of advertising choices Elaborating effective marketing communications strategy Advertising choices and recession - Allocation dilemmas for the brand manager
- 2011 - 2011, 360-degree marketing communications measures
Form of participation: member of the research team
Moneylender: Magyar Telekom Plc.
Further info about research: Exploring marketing communications mechanisms that help product developments Applied measuring philosophies, and considerations of different measures in integrated marketing communications campaigns Own parts: Effects of advertisements - How advertising works? Measuring advertising effectiveness Measuring integrated marketing communications campaigns KPI's (key performance indicators), their interpretations and analysis
- 2016 - 2016, Corporate social responsibility audit and strategy
Form of participation: member of the research team
Moneylender: HungaroControl – Air Navigation Services
Further info about research:

Membership in scientific or professional bodies/organizations

- 2018 - , member, member

Colleague CV: Dr. Habil Gáti Mirkó György

- [Hungarian Academy of Sciences IX. Section of Economics and Law](#), national
- 2016 - , member, member
- [Association for Marketing Research and Education](#), national
- 2017 - , member, member
- [European Marketing Academy \(EMAC\)](#), international

Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)

Contacts

Location at the university

- Building: Main Building (E building)
Room number: E359
Extension: 5579
Main line: 00 36-1-482
Fax:
Internal fax:

E-mail address: mirko.gati@uni-corvinus.hu
Personal webpage: marketing.uni-corvinus.hu

Consulting hours:

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

Other professional profiles

LinkedIn: <https://www.linkedin.com/in/mirkogati/>

MTMT: <https://m2.mtmt.hu/api/author/10033618>

Scholar: <https://scholar.google.hu/citations?user=EEPONfwAAAAJ&hl=hu>