

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:

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

Field of science and discipline:

Colleague CV: Dr. Habil Gáti Mirkó György

organization science

Current fields of research:

MarketingSmall and Medium-sized Enterprises MarketingOnline MarketingSocial Media MarketingMarketing 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 economyOwn parts:Categorization of informal economyIndirect estimation methodsDirect 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 groupsExploring sport organizing solutionsSupporting health development for households, and helping amateur sports communities and their expansionOwn parts:Presentation and analysis of potential communication toolsProfessional 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 literatureOwn parts:Advertisements in economicsConsumer reactions of advertising choicesElaborating effective marketing communications strategyAdvertising 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 developmentsApplied measuring philosophies, and considerations of different measures in integrated marketing communications campaignsOwn parts:Effects of advertisements - How advertising works?Measuring advertising effectivenessMeasuring integrated marketing communications campaignsKPI'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 offical 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