

Dr. Gyulavári Tamás

Egyetemi docens, Intézetigazgató / Associate Professor, Institute Director

Qualifications, scientific degrees

Higher education qualifications

- 1995 1997
 Budapest University of Economic Sciences (Corvinus), Marketing major, Applied Statistics minor (főiskolai)
- 1990 1995 Budapest College of Commerce, Commerce major (főiskolai)

Scientific degrees and awards

- 2006, PhD Corvinus University of Budapest
- 2018, Dr.Habil Corvinus University of Budapest

Career

Workplaces

- 2014 2018
 - Budapesti Corvinus Egyetem, associate professor
- 2006 2012
 - Budapesti Corvinus Egyetem, assistant professor
- 1997 2006
 - Budapesti Corvinus Egyetem, teaching assistant
- 1994 1995
 - Kör Grafikai Stúdió, Manager assistant
- 1993 1994
 - Henkel Magyarország Kft., merchandiser
- 2018 -
 - Budapesti Corvinus Egyetem, associate professor with habilitation

Public activities in the university (memberships in university bodies)

- 1999 2006
 - Secretary of Association of Marketing Experts
- 2005 2006
 - Member of Curriculum Committee

• 2002 - 2005

Member of Faculty Council

• 2000 - 2005

Secretary of Education Board of Postgradual Study Program in Marketing

• 2001 - 2004

Co-responsible for Marketing Specialization, BUP - Királyhelmec

• 1997 - 1998

DSG - Program coordinator

2016 -

Member of Corporate Relationship Committee

• 2017 - 2019

Member of Faculty Council

• 2018 -

Director of Marketing Institute

• 2019 -

member of the Senate

Important study tours, delegacies

- 2004, three months
 Copenhagen Business School
- 1999, four months Johanes Kepler Universität Linz
- 1998, one month Cranfiled University
- 1998, one month Universität Passau

Awards, titles, honors

- 2014, Publication Award
 Hungarian Academy of Science Committee on Business Administration
- 2017, Outstanding International Publication Award Corvinus University of Budapest - Business School
- 2019, Outstanding Mentor Award Council of Scientific Students' Associations at Corvinus University of Budapest

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
German	Intermediate	Intermediate	Intermediate	

Research, professional activity

Major taught courses or fields of education:

Marketing Management, Pricing, Marketing Engineering, Advanced Marketing Research, Developing

Research Concepts and Models

Field of science and discipline:

organization science

Current fields of research:

consumer price accaptance, fair pricing, effetcs of marketing resources on corporate competitiveness, role of congruity theory in evaluation business reationships, Measuring factorial invariance to identify test effects, multichannel reatail systems, loyalty programs

Previous fields of research:

return on marketing information systems; knowledge management; COO image, buying behaviour patterns

Major research projects

- 2009 2014, Effetcs of marketing resources on corporate competitiveness Form of participation: member of the research team Moneylender: CUB - Competitiveness Research Centre Further info about research:
- 2012 , Measuring factorial invariance to identify test effects Form of participation: member of the research team Moneylender: EDUCATIO Társadalmi Szolgáltató Nonprofit Kft. Further info about research:
- 2012 2018, Price differentation fair pricing Form of participation: leader of the research team Moneylender: own Further info about research:
- 2011 2014, Role of congruity theory in evaluation business reationships Form of participation: member of the research team Moneylender: own Further info about research:
- 2010 2014, Managing loyalty programs
 Form of participation: leader of the research team
 Moneylender: own
 Further info about research:
- 2009 2018, Challanges of multichannel marketing Form of participation: leader of the research team Moneylender: own Further info about research:
- 1997 1999,

Form of participation: member of the research team Moneylender: CUB - normative research support

Further info about research: 15-country research program coordinated by Carleton University

Membership in scientific or professional bodies/organizations

• 2000 - , member,

European Marketing Academy, international

• 2000 - , member,

Club of Marketing Professors, national

• 1999 - . member.

Association of Marketing Economists, national

• 2006 - , member,

Public Body of Hungarian Academy of Science (Committee on Business Administration), national

• 2018 - , member, member

Public Body of Hungarian Academy of Science (Subcommittee on Marketing of Committee on Business Administration), national

Board memberships and positions

• 2018 - , Co-Editor, president or member of the editorial board Hungarian language

Expert consultancy activities

• 2013 - 2015

HungaroControl, Service quality and satisfaction program

• 2013 - 2013

MDSZ, The role of physical education in shaping corporate culture of primary schools - analysis of options for developement

• 2010 - 2010

Marionnaud , Effects of brand awareness, loyalty program and promotional activities on store choice

• 2009 - 2009

Cofidis, Analysis of customers' attitudes toward personal loans

• 2008 - 2009

Magyar Telekom, Customers's channel preferences and willingness to buy online

• 2008 - 2008

Tesco, Opportunities to reposition store brands

2007 - 2007

Generali-Providencia Biztosító Zrt., Developement of service processes and analysis of their diffusion opportunities

• 2007 - 2007

Procter & Gamble , Marketing Mix Modelling (MMM)

• 2007 - 2007

BMW, Identifying benchmarks for sales processes in automotive industry

2006 - 2006

L'Oréal Magyarország, U&A study to investigate consumer behaviour

2006 - 2006

Magyar Telekom, Factors influenceing adoption of mobile purchase and payment services

• 2005 - 2005

MALÉV, Travel behaviour in ariline industry

• 2003 - 2003

ELO, Corporate buying behaviour in traning industry

2000 - 2000

Zwack, Brand equity analysis and brand extension opportunities

• 1999 - 1999

BASF Knoll, Patients' preferences regarding drugs and medicines for high blood pressure

• 1998 - 1998

USAID, Impact study of Private Enterprise Developement Centre Foundation (SUNY)

• 2017 - 2018

MÁV SZK, Employee satisfaction

Publications

• <u>Publications can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical repository of the university.)</u>

Contacts

Location at the university

• Building: Main Building - Fővám tér 8.

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