



Gyulavári Tamás

Egyetemi docens, Intézetigazgató / Associate Professor, Institute Director
Institute of Marketing
Actual classification: Associate professor

Qualifications, scientific degrees

Higher education qualifications

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

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

Colleague CV: Gyulavári Tamás

- 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
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Important study tours, delegacies

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

Díjak, címek, kitüntetések

- 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

Colleague CV: Gyulavári Tamás

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 acceptance, fair pricing, effects of marketing resources on corporate competitiveness, role of congruity theory in evaluation business relationships, Measuring factorial invariance to identify test effects, multichannel retail systems, loyalty programs

Previous fields of research:

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

Major research projects

- 2009 - 2014, Effects 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 differentiation - 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 relationships
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, Challenges 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

Colleague CV: Gyulavári Tamás

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
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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 development
 - 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., Development 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 airline industry
 - 2003 - 2003
ELO , Corporate buying behaviour in traning industry
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Colleague CV: Gyulavári Tamás

- 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 Development Centre Foundation (SUNY)
- 2017 - 2018
MÁV SZK, Employee satisfaction

Publications

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

Contacts

Location at the university

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Internal fax: 5236

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