



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

- 2018 -
Budapesti Corvinus Egyetem, associate professor with habilitation
- 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

Public activities in the university (memberships in university bodies)

- 2018 - 2025
Head of Marketing Institute (from 2023: Institute of Marketing and Communication Sciences)
- 2020 -
member of Business Administration Committee of Hungarian Academy of Science

Colleague CV: Dr. Gyulavári Tamás

- 2019 - 2022
member of the Senate (Corvinus University of Budapest)
 - 2019 - 2022
member of the Teaching Committee (Budapesti Corvinus University)
 - 2017 - 2019
Member of Faculty Council (Corvinus University of Budapest - Business School)
 - 2016 - 2020
Member of Corporate Relationship Committee (Corvinus Business School)
 - 1999 - 2006
Secretary of Association of Economists and Marketing Experts
 - 2005 - 2006
Member of Curriculum Committee
 - 2002 - 2005
Member of Faculty Council
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- 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

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

Awards, titles, honors

- 2025, Corvinus Gold Medal
Corvinus University of Budapest
- 2023, Publication Award
Hungarian Academy of Science - Committee on Business Administration
- 2019, Outstanding Mentor Award
Council of Scientific Students' Associations at Corvinus University of Budapest
- 2017, Outstanding International Publication Award
Corvinus University of Budapest - Business School
- 2014, Publication Award
Hungarian Academy of Science - Committee on Business Administration

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes

Colleague CV: Dr. Gyulavári Tamás

German	Intermediate	Intermediate	Intermediate	
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Research, professional activity

Major taught courses or fields of education:

Marketing Management, Developing Research Concepts and Models

Field of science and discipline:

multidisciplinary social sciences

Current fields of research:

consumer behaviour, products/services with virtual content, corporate competitiveness

Previous fields of research:

Consumer price acceptance, fair pricing, the role of congruity in business relations, factorial invariance analysis for testing measurement errors, multi-channel marketing, loyalty programmes, return on marketing information systems; knowledge management, COO image/culture personality, buying behaviour patterns for organisations

Major research projects

- 2009 - , 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:

Colleague CV: Dr. Gyulavári Tamás

- 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
Moneylender: CUB - normative research support
Further info about research: 15-country research program coordinated by Carleton University

Membership in scientific or professional bodies/organizations

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- 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 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' 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

Colleague CV: Dr. Gyulavári Tamás

- L'Oréal Magyarország, U&A study to investigate consumer behaviour
 - 2006 - 2006
Magyar Telekom , Factors influencing adoption of mobile purchase and payment services
 - 2005 - 2005
MALÉV , Travel behaviour in airline industry
 - 2003 - 2003
ELO , Corporate buying behaviour in training 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 Development Centre Foundation (SUNY)
 - 2017 - 2018
MÁV SZK, Employee satisfaction
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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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