



dr. Hofmeister Tóth Ágnes

Professor emerita / Professor Emerita
Actual classification: Professor

Qualifications, scientific degrees

Higher education qualifications

- 1979 - 1981
University of Sydney Australia, Teaching English as a Foreign Language (D)
- 1967 - 1971
MKKE, Iparszak (B)

Scientific degrees and awards

- 2004, Dr.Habil
BCE
- 1994, kandidátus
BKE
- 1972, dr. univ
MKKE

MTA membership

- , External member

Career

Workplaces

- 2005 - 2013
Marketingkutatás és Fogyasztói Magatartás Tanszék, Tanszékvezető
- 2006 - 2013
BCE Gazdálkodástudományi Kar, dékán

Public activities in the university (memberships in university bodies)

- 2005 - 2013

Colleague CV: dr. Hofmeister Tóth Ágnes

tanszékvezető

- 2006 - 2013
dékán

Membership in board of supervision and directors

- 2013 -
, Member of the Board of Trustees
- 2010 -
, Member of the EPAS Committee

Important study tours, delegacies

- 1985, 3 hónap
University of Virginia
- 1989, 5 hónap
University of California, Berkeley
- 1993, 2 hónap
North Western University
- 1994, 3 hónap

London Business School

- 1995, 1 hónap
Purdue University
- 2001, 3 hét
Passu University
- 2003, 2 hét
Passau University

Awards, titles, honors

- 2001, Egyetemért Emlékérem
BCE
- 2011, Aranyérem
BCE
- 2013, Ezüst Corvina
BCE

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Fogyasztói magatartás különböző területei

Colleague CV: dr. Hofmeister Tóth Ágnes

A vásárlási döntés befolyásoló tényezői
Üzleti tárgyalások,

Field of science and discipline:

multidisciplinary social sciences

Current fields of research:

A fogyasztóvá válás folyamata,
Szimbólikus fogyasztás,
Környezettudatos fogyasztói magatartás,
Fenntartható fogyasztás,
Etikus fogyasztás
Az 50+ generáció fogyasztói magatartása
KKV-k Marketing orientációja

Previous fields of research:

Kulturális különségek szerepe,
A kulturális értékek változása és mérése

Major research projects

- 1992 - 1994, ACE/EVE Research
Form of participation: member of the research team
Moneylender: EU
Further info about research: The cross cultural value research had been carried out in 1992 in the framework of the ACE/EVE Project supported by the EU. The EVE Network included other countries beside Hungary: Bulgaria Romania, Slovenia, Czech Republic, Slovakia, Poland, Germany and UK.
- 1999 - 2000, Culture and Management Project
Form of participation: leader of the research team
Moneylender: Stiftung Aktion Österreich-Ungarn
Further info about research: Empirische Untersuchung der Hofstede Methode und Hypothese Die entsprechende kulturelle Dimensionen zu rechnen für beide Länder, Durch Vergleichung die ergebnisse in beiden Ländern, die kulturelle Unteschiede feststellen und prexisbezogenen Konsequenzen ziehen für Management in Österreich un Ungarn. Erweitern die Theorien über kulturelle Unteschiede.
- 2000 - 2001, EUROMOVE/Future Knowledge
Form of participation: leader of the research team
Moneylender: Europaforum Wien
Further info about research: The EUROMOVE Region is determined by the area among four big cities- Bratislava, Brno, Sopron and Wien. The Future Knowledge is an initiative designed to built a transregional network of universities and business actors. this network of universities in four countries of the region shall strngthen the region's international competitiveness by multicultural research projects on economically promising and innovative issues.
- 2005 - 2009, The process of consumer socialisation in Hungary
Form of participation: leader of the research team
Moneylender: OTKA

Colleague CV: dr. Hofmeister Tóth Ágnes

Further info about research: The aim of our research was to understand the development of consumer society in Hungary and to formulate forecasts for future trends of development. We believe that the most convenient time for research has arrived: a new generation has grown up since the change in our political system, a generation whose members have been in touch with Western consumer culture since their childhood and whose relationship with consumption was developed in this social ambience, and at the same time, we can also include members the older generations of society in the study, people who grew up in keeping with the socialist value norms in which the desire for possessions and individual consumption was frowned upon. The special coexistence of these generations and values provides the opportunity for a special study as - contrary to the Western studies which depend for the most part only on secondary sources - we can observe the formation of consumer culture first-hand.

- 2006 - 2010, Sustainable Consumption, Production and Communication

Form of participation: leader of the research team

Moneylender: Norway Grants

Further info about research: The project aims at establishing fair and effective economic, social and settlement policies that serve the steady improving of welfare with taking into account to the highest possible extent the conditions of ecological sustainability. The development target focuses on consumption which, with the decreasing ratio of industrial pollution, is the primary scene of human activities exerted the environment, moreover it is the central element of techniques for organizing of society preparing the way for economic processes.

- 2009 - 2013, Sustainable Consumption in Hungary

Form of participation: leader of the research team

Moneylender: TÁMOP

Further info about research: Egy-egy nemzet fenntartható fejlődésének előmozdítói az állampolgárok maguk. Ők azok, akik mint fogyasztók, befektetők, választópolgárok vagy alkalmazottak a mindennapok során tehetnek azért, hogy a változás bekövetkezzen. A hazai gyakorlat ugyanakkor azt mutatja, hogy az egyének elköteleződése a nemzetgazdaság fenntartható irányba történő elmozdítása iránt csak lassan és kis lépésekben megy végbe. Vizsgálataink célja az ő életútjaik megismerése volt. Kutatásunk során 25 munkájában és/vagy életvitelében a fenntarthatóság iránt elkötelezett egyén narratíváját elemeztük. A kutatás célja az életutakban megjelenő azonos mintázatok feltárása volt, és az eltérő életszakaszokban megjelenő előmozdító események meghatározása.

- 2010 - 2013, Kognitív életkor és a 50+ generáció

Form of participation: member of the research team

Moneylender: EU Grant

Further info about research: genetically modified foods. However, despite the increasing importance of ethical consumption in both the academic literature and the marketplace, only one study (Carrigan et al, 2004) could be found that examined the ethical consumption of older consumers. Unfortunately, as the authors admit, their research was exploratory in nature involving seven respondents, and the results are therefore of limited value. What is needed, then, is to properly explore the ethical consumption of older consumers using a more in-depth and far reaching study.

Membership in scientific or professional bodies/organizations

- 2005 - , tag,
International Federation of Home Economics,
- 2005 - 2013, ,
- 2006 - , ,

Colleague CV: dr. Hofmeister Tóth Ágnes

Board memberships and positions

- 2007 - , szerkesztőbizottsági tag,
- 2008 - , szerkesztőbizottsági tag,
- 2009 - , szerkesztőbizottsági tag,

Publications

- [A Magyar Tudományos Művek Tárában \(MTMT\) található publikációim.](#)

Contacts

Location at the university

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