

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
  Karl Marx University of Economic Sciences, MKKE Business Administration (B)

Scientific degrees and awards

- 2004, Dr.Habil
  Corvinus University of Budapest
- 1994, kandidátus
  Hungarian Academy of Science
- 1972, dr. univ
  Karl Marx University of Economics

MTA membership

- , External member

Career

Workplaces

- 2005 - 2013
  Deaprtment of Marketresearch and Consumer Behvior, Department Chair
- 2006 - 2013
  Faculty of Business Administration, dean

Public activities in the university (memberships in university bodies)

- 2005 - 2013

Department Chair
- 2006 - 2013
dean

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 month
University of Virginia
- 1989, 5 month
University of California Berkeley
- 1993, 2 month
North Western University
- 1994, 3 month
London Business School
- 1995, 1 month
Purdue University
- 2001, 3 weeks
Passau University
- 2003, 2 weeks
Passau University

Awards, titles, honors

- 2001, Egyetemért Emlékérem
Corvinus University of Budapest
- 2011, Gold Medal
Corvinus University of Budapest
- 2013, Silver Corvina
Corvinus University of Budapest

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:

Consumer Behavior BA, Msc

Colleague CV: Dr. Hofmeister Tóth Ágnes

Negotiation and conflict resolution

Field of science and discipline:

multidisciplinary social sciences

Current fields of research:

Consumer development
Symbolic consumption
Environmental friendly Consumer behavior
Sustainable consumption
Ethical consumption
Cognitiiv age and the silver consumer segment
Market orientation of the SME-s

Previous fields of research:

~~Kulturális különségek szerepe,~~
A kulturális értékek változása és mérése

Major research projects

- 1992 - 1994,
  Form of participation: member of the research team
  Moneylender:
  Further info about research:

- 1999 - 2000,
  Form of participation: leader of the research team
  Moneylender:
  Further info about research:

- 2000 - 2001,
  Form of participation: leader of the research team
  Moneylender:
  Further info about research:

- 2005 - 2009,
  Form of participation: leader of the research team
  Moneylender:
  Further info about research:

- 2006 - 2010,
  Form of participation: leader of the research team
  Moneylender:
  Further info about research:

- 2009 - 2013,
  Form of participation: leader of the research team
  Moneylender:
  Further info about research:

Colleague CV: Dr. Hofmeister Tóth Ágnes

- 2010 - 2013,
  Form of participation: member of the research team
  Moneylender:
  Further info about research:

Membership in scientific or professional bodies/organizations

- 2005 - , ,
  ,
- 2005 - 2013, Deputy chair,
  MTA MArketing Committee,
- 2006 - , European Programm Accreditation Committee,
  EFMD Quality Sevices,

Board memberships and positions

- 2007 - , Editorial Board,

- 2008 - , Editorial Board,
- 2009 - , Editorial board tag,

Publications

- Publications can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical repository of the university.)

Contacts

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