

Dr. Habil Horváth Dóra

Tanszékvezető, Egyetemi docens / Head of Department, Associate Professor

Qualifications, scientific degrees

Higher education qualifications

- 1995 - 1998
  Budapest University of Economic Sciences and Public Administration (BUESPA), Budapest University of Economic Sciences and Public Administration, Doctoral School of Business Economics (főiskolai)
- 2008 - 2009
  Szent István University, Contemporary dance instructor, faculty of applied arts (főiskolai)

Scientific degrees and awards

- 2002, PhD
  Budapest University of Economic Sciences and Public Administration (BUESPA)
- 2015, Dr.Habil
  Corvinus University of Budapest

Career

Workplaces

- 2001 - 2005
  Budapest University of Economic Sciences and Public Administration (BUESPA), assistant professor

Public activities in the university (memberships in university bodies)

- 2010 -
  head of department, Marketing, Media and Designcommunication

Membership in board of supervision and directors

- 2005 -
  , associate professor

Important study tours, delegacies

- 1997, 1 year
  Erasmus University Rotterdam - Rotterdam School of Management
- 1997, 1 month

Cranfield School of Management, UK

Awards, titles, honors

- 2014, Publication Award
  Hungarian Academy of Sciences, Marketing Committee of the Board of Economic Sciences
- 2016, Award of the Corvinus University of Budapest
  Corvinus University of Budapest
- 2019, The most innovative marketing course of the year: A designkommunikáció vállalatirányítási kérdései
  EMOK, Association for Marketing Education and Research
- 2024, The most innovative marketing course of the year: Integrated Marketing Communications
  EMOK, Association for Marketing Education and Research
- 2024, Best Film Award: Enter: Bird watching perspective of academic coping. An Introspective video-collage
  Advances ini Consumer Research
- 2024, Teaching Community of the Year: Department of Marketing and Design Communications
  Corvinus Universtiy of Budapest
- 2025, Publication Excellence Award – International Journal Article Category
  Hungarian Academy of Sciences – Section IX (Business and Management Sciences), Marketing Subcommittee

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes

Research, professional activity

Major taught courses or fields of education:

designcommunication, design, creative planning and management, advertising, marketing communication, business communication,

Field of science and discipline:

organization science

Current fields of research:

Designcommunication, integrated design methods in management training and entrepreneurial development Ddiffusion of new technology in personal communicationCo-creation, Projective research techniques

Previous fields of research:

gambling behaviour, managerial risk taking

Colleague CV: Dr. Habil Horváth Dóra

Major research projects

- 2002 - 2003, OTKA T034719 “Relation of marketing and design
  Form of participation: member of the research team
  Moneylender: OTKA
  Further info about research:

- 2001 - 2003, OTKA T035146
  Form of participation: member of the research team
  Moneylender: OTKA
  Further info about research:

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

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

- 2006 - 2006, User value of reading - traditional and alternatives ways of consuming information
  Form of participation: member of the research team
  Moneylender: Sanoma
  Further info about research:

- 2006 - 2006, T-brands - sources and barriers of synergy
  Form of participation: member of the research team
  Moneylender: Hungarian Telekom
  Further info about research:

- 2007 - 2007, Evolution of Hungarian eating habits
  Form of participation: member of the research team
  Moneylender: Maresi
  Further info about research:

- 2007 - 2007, Challges of the tradional postal services in the 21 century
  Form of participation: member of the research team
  Moneylender: Hungarian Post
  Further info about research:

- 2007 - 2007, Convergence of telecommunication services - user implications
  Form of participation: member of the research team
  Moneylender: Hungarian Telekom
  Further info about research:

- 2007 - 2007, Future users of telecommunication and information technology
  Form of participation: leader of the research team
  Moneylender: Hungarian Telekom
  Further info about research:

- 2008 - 2008, The role of consumer narratives in the generation of new product development ideas
  Form of participation: member of the research team

Moneylender: Hungarian Telekom
Further info about research:

- 2008 - 2008, Interdisciplinary approaches to new idea generation in product development
  Form of participation: member of the research team
  Moneylender: Philip Morris
  Further info about research:

- 2008 - 2008, Evolution of mobile devices
  Form of participation: leader of the research team
  Moneylender: Hungarian Telekom
  Further info about research:

- 2008 - 2008, Online gossip i.e. electronic word of mouth - EWOM
  Form of participation: member of the research team
  Moneylender: Hungarian Telekom
  Further info about research:

- 2009 - 2009, The role of mobile device in the life young adults
  Form of participation: leader of the research team
  Moneylender: Hungarian Telekom
  Further info about research:

- 2010 - 2010, The role of advertising in the time of the economic crisis
  Form of participation: member of the research team
  Moneylender: Hungarian Telekom
  Further info about research:

- 2010 - 2010, Reinterpreting the role of Packaging
  Form of participation: member of the research team
  Moneylender: Philip Morris
  Further info about research:

- 2011 - 2011, 360 degree marketing communication and key performance indicators
  Form of participation: member of the research team
  Moneylender: Hungarian Telekom
  Further info about research:

- 2013 - 2016, Unveiling Creativity for Innovation in Europe - Cre8tv.eu
  Form of participation: leader of the research team
  Moneylender: European Community’s Seventh Framework Programme (FP7)
  Further info about research: The CRE8TV.EU project is a multi-partner and multi-disciplinary project, funded by the Seventh Framework Programme of the European Commission, which focuses on the significance of creativity and the cultural and creative industries in Europe (and beyond). Our work includes studies on design and its contribution to innovation, as well as intellectual property rights, including trademarks and community designs, and links between these forms of IP protection and innovation. Progress will be made in terms of methodologies and fresh and integrated approaches in the study of creativity and innovation, as well as in the dynamics of the cultural and creative industries.

- 2018 - , H2020-788047:
  Form of participation: leader of the research team
  Moneylender: European Commission Horizon 2020 Programme
  Further info about research: https://cordis.europa.eu/project/rcn/214910_en.html

- 2017 - , EFOP-3.6.1-16-2016-00013, Intitutional Developments for Intelligent Specialization at the Székesfehérvár Campus of Corvinus University of Budapest
  Form of participation: leader of the research team
  Moneylender: EFOP (Human Resources Operative Programme)
  Further info about research: Living Lab means that we establish a knowledge center which provides infrastructure and space for volunteer projects, who engaging in the designcommunication education program or series of workshops will facilitate the development of local innovative enterprise that solve special local issues.Designcommunicaiton* = communication integrated into development. *Source: Hungarian Gazette for Patents and Trade Marks (113. no. 12. / I., 2008.12.15. Registration number: 196961).

- 2019 - , Managing human talent in coworking environments
  Form of participation: leader of the research team
  Moneylender: Visegrad Grants
  Further info about research: https://www.coworkingtalent.com/The year-long project deploys a transnational study that will share the insight on the correlation between the growth of coworking environments in these four Visegrad cities, and the talent attraction and retention of highly skilled individuals in the region with the active role of local coworking spaces. Investigating entrepreneur-friendly environments and human resource strategies for talent attraction within these shared and towards collaboration orientated workspaces could have a positive impact on the regional economy. Research is conducted by team of experts from University of Economics (Czech Republic), University of Warsaw (Poland), Corvinus University of Budapest (Hungary) and Comenius University of Bratislava (Slovakia).

Membership in scientific or professional bodies/organizations

- 2014 - 2018, ,
  Assocation for Marketing Education and Research, national
- 2014 - 2016, member of the board,
  Hungarian Fashion Association, national
- 2008 - 2017, member, member
  European Advertising Academy, ICORIA, international
- 2010 - 2017, member, member
  EMAC, international
- 2008 - , public body member, member
  MTA Marketing Committee, national
- 2007 - 2016, interfaculty group member, member
  CEMS Design and Innovation Interfaculty Group, international

Publications

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

Contacts

E-mail address: dora.horvath@uni-corvinus.hu
Personal webpage: oktato.uni-corvinus.hu/dora.horvath