



## Dr. 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

# Colleague CV: Dr. Horváth Dóra

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 in Consumer Research
- 2024, Teaching Community of the Year: Department of Marketing and Design Communications  
Corvinus University of Budapest

## 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  
Diffusion of new technology in personal communication  
Co-creation, Projective research techniques

### Previous fields of research:

gambling behaviour, managerial risk taking

### Major research projects

- 2002 - 2003, OTKA T034719 "Relation of marketing and design

## Colleague CV: Dr. Horváth Dóra

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:

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- 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, Challenges of the traditional 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:

## Colleague CV: Dr. Horváth Dóra

- 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:
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- 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](https://cordis.europa.eu/project/rcn/214910_en.html)
  - 2017 - , EFOP-3.6.1-16-2016-00013, Institutional Developments for Intelligent Specialization at the Székesfehérvár Campus of Corvinus University of Budapest
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## Colleague CV: Dr. Horváth Dóra

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. Designcommunication\* = 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 official repository of the university.)

### Contacts

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