



Dr. Horváth Dóra

Tanszékvezető, Egyetemi docens / Head of Department, Associate Professor

Institute of Marketing / Department of Media,
Marketingcommunications and Designcommunications
Actual classification: 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 (F)
- 2008 - 2009
Szent István University, Contemporary dance instructor, faculty of applied arts (H)

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

Díjak, címek, kitüntetések

- 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: "Designcommunication and management" master course
EMOK, Association for Marketing Education and Research

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 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"
Form of participation: member of the research team
Moneylender: OTKA
Further info about research:
- 2001 - 2003, OTKA T035146 "Gambling behaviour, risk taking entrepreneurial attitudes"

Colleague CV: Dr. Horváth Dóra

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:
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- 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:
 - 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:
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Colleague CV: Dr. Horváth Dóra

- 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:
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- 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: "RiConfigure": Reconfiguring Research and Innovation Constellations
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, Institutional Developments for Intelligent Specialization at the Székesfehérvár Campus of Corvinus University of Budapest", "Social Innovation Networks - Corvinus Lab" (subproject III.), "Designcommunication" research module
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
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Colleague CV: Dr. Horváth Dóra

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, , [Association 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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