

Hubert József

Adjunktus / Assistant Professor

Rektori szervezet / Marketing- és Kommunikációtudományi / Digitális
Marketing

Qualifications, scientific degrees

Higher education qualifications

- 2003 - 2008
Corvinus University of Budapest, Marketing major (egyetemi)

Scientific degrees and awards

- 2019, PhD
Corvinus University of Budapest

Career

Workplaces

- 2016 -
Marketing Department, Marketing and Media Institute, Assistant lecturer
- 2014 -
, Entrepreneur
- 2012 - 2013
ATV Zrt, Marketing manager
- 2009 - 2012
Quantil Zrt., Senior IT consultant
- 2019 -
Corvinus University of Budapest, , Assistant professor

Public activities in the university (memberships in university bodies)

- 2021 -
Business communication specialization leader, Business and management

Membership in board of supervision and directors

- 2022 -
, Digital marketing specialization leader, Business and management

Awards, titles, honors

- 2007,

Language skills

| Language | Speaking | Writing | Reading | Media |
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Colleague CV: Hubert József

| | | | | appearance |
|---------|----------|----------|----------|------------|
| English | Advanced | Advanced | Advanced | No |
| German | Basic | Basic | Basic | No |

Research, professional activity

Major taught courses or fields of education:

Marketing management, marketing research, advanced marketing research

Field of science and discipline:

organization science

Current fields of research:

Text mining, quantitative analysis of the use of language in marketing, NLP

Previous fields of research:

Social media

Major research projects

- 2014 - 2016, Marketing metrics
Form of participation: member of the research team
Moneylender: Self
Further info about research:
- 2015 - 2017,
Form of participation: member of the research team
Moneylender: Self
Further info about research:
- 2022 - , Use of language in marketing
Form of participation:
Moneylender:
Further info about research:

Publications

- [MTMT](#)

Contacts

E-mail address: jozsef.hubert@uni-corvinus.hu
Additional contact details: +36 70 490 3624

Other professional profiles

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10050912>

Scholar: <https://scholar.google.com/citations?user=h0Fm1MQAAAAJ&hl=hu&oi=ao>