

## Dr. Hubert József

Adjunktus / Assistant Professor

Rektori szervezet / Marketing- és Kommunikációtudományi / Digitális Marketing

Year of birth: 1984

## 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

- 2019 -  
Marketing- and Communication Science Institute, Department of Digital Marketing, Assistant professor
- 2016 - 2019  
Marketing Department, Marketing and Media Institute, Assistant lecturer
- 2014 - 2022  
, Entrepreneur
- 2012 - 2013  
ATV Zrt, Marketing manager
- 2009 - 2012  
Quantil Zrt., Senior IT consultant

### 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 -  
, Digitális marketing (HUN) specialization leader, Business and management

### Awards, titles, honors

- 2007,

## Language skills

	Speaking	Writing	Reading	Media
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# Colleague CV: Dr. Hubert József

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Language				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

### Location at the university

## Colleague CV: Dr. Hubert József

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- Building: E  
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Extension:  
Main line:  
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### 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>