

Dr. Jenes Barbara

Egyetemi Adjunktus / Senior Assistant Professor
Actual classification: Senior lecturer

Qualifications, scientific degrees

Higher education qualifications

- 2006 - 2009
  Corvinus University of Budapest, Doctoral School - Marketing specialization (F)
- 1998 - 2004
  Budapest University of Economic Sciences, Marketing specialization (B)

Scientific degrees and awards

- 2013, PhD
  PhD

Career

Workplaces

- 2009 - 2013
  Institute of Marketing and Media, Department of Marketing Research and Consumer Behaviour, Research Assistant
- 2013 -
  Corvinus University of Budapest, Senior Assistant Professor

Public activities in the university (memberships in university bodies)

- 2009 - 2016
  TDK Secretary of Section
- 2011 -
  CUB TDT Comittee, Secretary
- 2010 -
  CUB DPR Comittee
- 2019 -
  BCE ETDT Comittee

Important study tours, delegacies

- 2010, 2 weeks
  EIASM Research Method Seminar, Brussels
- 2011, 1 week

Colleague CV: Dr. Jenes Barbara

Passau Universitat, research scholarship

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
Russian	Intermediate	Intermediate	Intermediate	

Research, professional activity

Major taught courses or fields of education:

International Marketing, Marketing Research, Consumer Research, Marketing, Advertising Strategy

Field of science and discipline:

organization science

Current fields of research:

measurement of country image, country branding, international marketing, brand building, brand management, advertising strategy

Previous fields of research:

dimensions of country image

Major research projects

- 2011 - , Measurement of Country Image
  Form of participation: leader of the research team
  Moneylender:
  Further info about research: doctoral research

Membership in scientific or professional bodies/organizations

- 2008 - , ,
  DOSZ - National Doctoral Association, national

Publications

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

Contacts

Colleague CV: Dr. Jenes Barbara

Location at the university

- Building: Main building
  Room number: 385
  Extension: 5589
  Main line: 482
  Fax:
  Internal fax:

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Consulting hours:

by appointment