



## Dr. Kajos Attila

Institute of Business Economics / Department of Business Studies

### Qualifications, scientific degrees

#### Higher education qualifications

- 2003 - 2008  
University of Pécs, Faculty of Business Economics, Economist (Majoring in Marketing) (B)
- 2006 - 2008  
University of Pécs, Faculty of Business Economics, Specialized Translator in English (B)

#### Scientific degrees and awards

- 2020, PhD  
University of Pécs Doctoral School of Business Administration

### Career

#### Workplaces

- 2016 -  
Department of Business Economics, Assistant Lecturer
- 2012 - 2019  
University of Pécs, Faculty of Sciences, Institute of Sport Science and Physical Education, Assistant lecturer

### Language skills

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

### Research, professional activity

Major taught courses or fields of education:

---

# Colleague CV: Dr. Kajos Attila

Business Economics Cases of Business Economics

## Field of science and discipline:

organization science

## Current fields of research:

Sports Marketing Consumer Based Brand Equity in the Sport Market Consumer Behaviour in Sport Sport and Motivation

## Previous fields of research:

Technology and Marketing The marketing use of Augmented Reality

---

## Major research projects

- 2017 - , Consumer Based Athlete Brand Equity  
Form of participation:  
Moneylender:  
Further info about research:

## Membership in scientific or professional bodies/organizations

- 2012 - , , member  
, regional/local
- 2013 - , member, member  
[Hungarian Sport Science Association](#), national
- 2014 - , member, member  
[European Association for Sport Management \(EASM\)](#), international
- 2014 - , member, member  
[Egyesület a Marketing Oktatásért és Kutatásért \(EMOK\)](#), national
- 2015 - , member, member  
[European College of Sport Science \(ECSS\)](#), international

## Board memberships and positions

- 2016 - 2018, , editor-in-chief, member of the editorial team  
[Hungarian language](#)

## Publications

- [MTMT](#)

## Contacts

### Location at the university

- Building: E  
Room number: 145  
Extension:  
Main line:

# Colleague CV: Dr. Kajos Attila

Fax:  
Internal fax:

E-mail address: attila.kajos@uni-corvinus.hu

## Consulting hours:

Tuesday 11:40-13:10

## Other professional profiles

LinkedIn: <https://www.linkedin.com/in/attila-kajos-98b83221/>

---

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10021534>

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

Other professional profile 1: [https://www.researchgate.net/profile/Attila\\_Kajos](https://www.researchgate.net/profile/Attila_Kajos)