

Dr. Kajos Attila

Associate Professor Rektori szervezet / Vállalkozás és Innováció Intézet / Üzleti Gazdaságtan Tanszék Leader position: head of department

Qualifications, scientific degrees

Higher education qualifications

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

Scientific degrees and awards

 2020, PhD University of Pécs Doctoral School of Business Administration

Career

Workplaces

- 2024 -
 - Institute of Entrepreneurship and Innovation, Associate Professor
- 2021 2024
 - Institute of Entrepreneurship and Innovation, Assistant Professor
- 2016 2021
 - Institute of Busines 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	

Colleague CV: Dr. Kajos Attila

Research, professional activity

Major taught courses or fields of education:

Business Economics, Applied Sport Business Economics, Sport Business Case Studies, Fundamentals of Business, Sport Service Management

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, Employee well-being

Previous fields of research:

Technology and Marketing; The marketing use of Augmented Reality

Major research projects

 2021 - , Consumer Behaviour of Satellite Sport Fans Form of participation:
 Moneylender:
 Further info about research:

 2017 - 2021, 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 <u>Hungarian Sport Science Association</u>, 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 <u>European College of Sport Science (ECSS)</u>, international

Board memberships and positions

• 2016 - 2018, , editor-in-chief, member of the editorial team Hungarian language

Publications

Colleague CV: Dr. Kajos Attila

• <u>MTMT</u>

Contacts

Location at the university

• Building: E

Room number: 145

Extension: Main line: Fax:

Internal fax:

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

Consulting hours:

Wednesday 15:30-17:00

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=BsdKqGqAAAAI&hl=hu&oi=ao

Other professional profile 1: https://www.researchgate.net/profile/Attila_Kajos