

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
  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

Colleague CV: Dr. Kajos Attila

- MTMT

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=BsdKqGgAAAAJ&hl=hu&oi=ao

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