

Dr. Kasza-Kelemen Kata

Egyetemi Adjunktus / Assistant Professor

Qualifications, scientific degrees

Higher education qualifications

- 1997 - 2002
Corvinus University of Budapest, Faculty of Business Administration, Marketing and Business German Teacher Specialisation (D)

Scientific degrees and awards

- 2017, PhD
Corvinus University of Budapest

Career

Workplaces

- 2017 -
Corvinus University of Budapest, Department of Marketing Research and Consumer Behaviour, Assistant Professor
- 2010 - 2017
Corvinus University of Budapest, Department of Marketing Research and Consumer Behaviour, Research Fellow
- 2007 - 2010
Corvinus University of Budapest, Department of Marketing Research and Consumer Behaviour, Ph. D. Student
- 2004 - 2007
TravelToHungary, CFO
- 2002 - 2003
E.ON , Manager assistant

Public activities in the university (memberships in university bodies)

- 2010 -
Committee for Responsible Management Education, Member
- 2015 -
TDK (Scientific Student Conference), Section Secretary
- 2017 -
Institute of Marketing and Media, Alumni Mentoring Program, Coordinator

Important study tours, delegacies

- 2008, 2 months
Technische Universität Berlin
- 2009, 4 months
Helsinki School of Economic

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Consumer behaviourInternational marketingMarketingMarketing research

Field of science and discipline:

organization science

Current fields of research:

Sustainable consumptionSustainable tourismPlace attachmentDigitalisation in the higher education sector

Major research projects

- 2008 - 2010, Sustainable consumption, production and communication project
Form of participation: member of the research team
Moneylender: EEA and Norway Grants
Further info about research: Further information on research:
<http://www.sustainable.consumption.uni-corvinus.hu/>
- 2010 - 2012, Increasing research, development and innovation efficiency at Corvinus University of Budapest, Member of the Sustainable Development Research Group
Form of participation: member of the research team
Moneylender: TÁMOP 4.2.1/B-09/1/KMR/-2010-0005
Further info about research: Further information on research:http://www.uni-corvinus.hu/index.php?id=30141&no_cache=1
- 2018 - 2019, DTP2-055-2.2 EcoVeloTour Sustainable planning of ecotourism in the EUROVELO cycle path network in the Danube region
Form of participation: member of the research team
Moneylender: European Union - Széchenyi 2020 OP - Municipality of Zugló
Further info about research:

Contacts

E-mail address: kata.kelemen@uni-corvinus.hu