



Dr. Kelemen Zita Anikó

Director of International Strategic Partnerships/ Associate Professor
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet /
Interkulturális Marketing és Fogyasztói Magatartás
Leader position: director

Qualifications, scientific degrees

Scientific degrees and awards

- 2010, PhD
Nyugat-Magyarországi Egyetem

MTA membership

- , Regular member

Career

Workplaces

- 2003 - 2010
Indesit Company, Central and Northern European Marketing Manager
- 2000 - 2002
L'Oréal Hungary, Maybelline Brand Manager
- 2010 - 2016
Corvinus University of Budapest , Marketing and Media Institute, Assistant Professor
- 2014 - 2015
Corvinus School of Management, Deputy Executive Director
- 2017 -
Corvinus University, Associate Professor
- 2015 - 2020
Corvinus Business School, Director of International Study Programs
- 2020 - 2022
Corvinus University, Strategic Director of International Relations
- 2023 -
Corvinus University, Director of International Strategic Partnerships

Public activities in the university (memberships in university bodies)

- 2016 - 2020
Corporate Council member
- 2016 -
Credit transfer committee
- 2016 - 2020
International Committee

Colleague CV: Dr. Kelemen Zita Anikó

Important study tours, delegacies

- 2018,
China Europe International Business School (CEIBS)

Language skills

| Language | Speaking | Writing | Reading | Media appearance |
|----------|--------------|--------------|----------|------------------|
| English | Advanced | Advanced | Advanced | Yes |
| German | Advanced | Advanced | Advanced | |
| Italian | Intermediate | Intermediate | Advanced | |

Research, professional activity

Major taught courses or fields of education:

Cross cultural communication and international marketing issuesConsumer behavior

Current fields of research:

Intercultural communication in business and GenZ consumer behaviour

Previous fields of research:

Consumer behavior during Glamour days

Membership in scientific or professional bodies/organizations

- 2015 - , Lewis Cross-Cultural Communications LicencedTrainer, member [Lewis Communications](#), international
- 2024 - , GlobalDISC licenced trainer, member [ICO GlobalDISC](#), international

Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)

Contacts

Location at the university

- Building: Main
Room number: 155
Extension: 5268

Colleague CV: Dr. Kelemen Zita Anikó

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Fax:

Internal fax:

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

Other professional profiles

LinkedIn: [linkedin.com/in/drzitakelemen](https://www.linkedin.com/in/drzitakelemen)

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10033291>

Other professional profile 1: <https://secure.cultureactive.com/trainer/609411/?c=Hungary&a=>