



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

Higher education qualifications

- 1993 - 1998
Corvinus University , International business (MSc/MA)
- 1996 - 1998
Corvinus University, CEMS (MSc/MA)

Scientific degrees and awards

- 2010, PhD
West Hungarian University Leadership sciences

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)

Colleague CV: Dr. Kelemen Zita Anikó

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

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 issues
Consumer 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 Licenced Trainer, member
[Lewis Communications](#), international
- 2024 - , GlobalDISC licenced trainer, member
[ICO GlobalDISC](#), international

Publications

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

Colleague CV: Dr. Kelemen Zita Anikó

Contacts

Location at the university

- Building: Main
Room number: 155
Extension: 5268
Main line: 4825268
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=>