

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)

- 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 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
  ICQ GlobalDISC, international

Publications

- Publications can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical 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
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  Internal fax:

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Other professional profiles

LinkedIn: 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=