

Dr. Habil Kemény Ildikó

Qualifications, scientific degrees

Higher education qualifications

- 2004 - 2009
  University of Pécs Faculty of Business and Economics, Specialization in marketing (főiskolai)
- 2006 - 2009
  Comenius Szakközépiskola és Szakiskola, Management in tourism (főiskolai)
- 2010 - 2015
  Corvinus University of Budapest, PhD (főiskolai)
- 2018 - 2018
  Kürt Akadémia, Data Science (főiskolai)

Scientific degrees and awards

- 2015, PhD
  Corvinus University of Budapest

Career

Workplaces

- 2010 - 2010
  GKIenet Internetkutató Kft., Market researcher
- 2008 - 2009
  University of Pécs, Faculty of Business and Economics, Research assistant
- 2011 - 2015
  EFOTT, Market researcher and Sponsorship manager
- 2013 - 2016
  Corvinus University of Budapest, Assistant Research Fellow
- 2016 - 2020
  Corvinus University of Budapest, Assistant professor

Important study tours, delegacies

- 2007, 4 months
  Tilburg University, The Netherlands
- 2008, 5 months
  Karl Franzes Universität, Graz, Austria (Go Styria!)
- 2012, 3 months

Ludwig Maximilian Univeristät München, Germany (DAAD)
- 2022, 5 months
University of Twente (C-PAP Scholarship)

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Subjects: The Base of marketing (BA) seminar, The base of market research (BA) seminar, Market research with SPSS (MA) seminar, Consumer behavior and measurement of satisfaction in e-commerce (BA) seminar, Learning and research methodology (BA).Researches: pricing strategy in telecommunication (2010), service quality, satisfaction and loyalty in e-commerce (2010-2013)

Field of science and discipline:

organization science

Current fields of research:

Omnichannel shopping behaviour, acceptance of e-health, PLS-SEM

Previous fields of research:

online-consumers satisfaction, WOM, e-WOM, repurchasing intention, e-commerce

Major research projects

- 2010 - 2013, A nemzetközi gazdasági folyamatok és a hazai üzleti szféra versenyképessége
Form of participation: member of the research team
Moneylender: TÁMOP-4.2.1.B-09/1/KMR-2010-0005
Further info about research:

- 2013 - 2017, THE IMPACT OF THE INTEGRATED MODEL OF CONSUMER SATISFACTION, LOYALTY AND VALUE ON THE ECONOMIC OUTCOME
Form of participation: member of the research team
Moneylender: OTKA-K 109792
Further info about research: According to the marketing literature it is necessary to develop a scale that is valid in all of the aspects and categories of e-commerce. Francis in 2009 has already

developed a scale, called RECIPE, which has four modified versions for all of the earlier mentioned product-fulfillment categories. Our previous results shows, that international scales have some limitations in Hungary, that is why we would like to develop an own e-service quality scale, that includes all of the specialties of the Hungarian online consumers and e-commerce. After we have developed the scale we would like to analyze the relationships between e-service quality, satisfaction and loyalty in all product-fulfillment categories. Based on these results we plan as well to define a new, non-monetary customer valuation method, resulting in an index, which enables online stores to segment their customer base according to the value generated by their customers. Our main questions are:1. What are the key dimensions of electronic service quality in Hungary?2. What kind of relationship exists between the e-sq and satisfaction? Is this relationship different in the four product-fulfillment categories? If yes, how?3. What kind of relationship exists between the e-satisfaction and e-loyalty? Is this relationship different in the four product-fulfillment categories? If yes, how?4. Which personal characteristics are moderating the effect between the satisfaction and loyalty?5. How can e-quality, online satisfaction and loyalty be measured in a way to combine these categories into a “non-monetary” customer valuation index?

Publications

- Publications can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical repository of the university.)

Contacts

Location at the university

- Building: E
  Room number: 321
  Extension: 5208
  Main line:
  Fax:
  Internal fax:

E-mail address: ildiko.kemeny@uni-corvinus.hu

Consulting hours:

2020/21 autumn semester - Tuesday 13.50-15.10 - Teams - https://teams.microsoft.com/l/channel/19%3a524650b8a51b4223b6cda2845acfaec4%40thread.tacv2/General?groupId=b9dbcdc7-ea2b-4b4a-9c9f-6a2dda871ecc&tenantId=f8dd01b8-7276-4ace-aa9d-5767f0f4a5af