



Dr. Kenesei Zsófia

Egyetemi tanár / Professor
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet /
Marketingmenedzsment Tanszék

Qualifications, scientific degrees

Higher education qualifications

- 1988 - 1993
Budapest University of Economics, Faculty of Business Administration (főiskolai)

Scientific degrees and awards

- 2000, PhD
Budapest University of Economics
- 2015, Dr.Habil

Career

Workplaces

- 1996 -
Corvinus University Budapest, Marketing Dept., Professor
- 1992 - 1993
OTP Bank, Marketing Assistant
- 1993 - 1994
Unisys Hungary,, Junior Projekt Manager
- 1992 - 1992
Siemens AG Österreich, Wien, Marketing Trainee

Public activities in the university (memberships in university bodies)

- 2014 - 2018
Quality Assurance Committee
- 2016 - 2018
Faculty Council
- 2016 - 2018
Dean's Cabinet

Colleague CV: Dr. Kenesei Zsófia

- 2017 - 2018
Equis Accreditation Chapter leader
- 2016 - 2018
Director of Marketing and Media Institute
- 2021 -
Business and Management Doctoral School, Marketing Program, Program Director

Important study tours, delegacies

- 1995, 6 months
Hautes Etudes Commerciales, Paris
- 1997, 1 month
University of Economics, Rijeka,

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Marketing, Services Marketing, Marketing strategy, Data visualization

Field of science and discipline:

economics

Current fields of research:

Service recovery, Self-service technologies, AI in services

Previous fields of research:

Relationship marketing, Bankmarketing, Retailing, Price cognition and perception

Membership in scientific or professional bodies/organizations

- 1998 - , member,
Marketing Scholars' Club, national
- 2008 - , member,
Hungarian Academy of Sciences, General Assembly, national

Colleague CV: Dr. Kenesei Zsófia

- 2010 - 2016, National Representative, European Marketing Academy (EMAC), international
- 2012 - , member, Hungarian Academy of Sciences Scientific Committee on Business Sciences Administration, national
- 2014 - 2018, President, [Association for Hungarian Marketing Education and Research](#), national

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: Fővám Sq.
Room number: 341
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- Extension:
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Fax:
Internal fax:

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Other professional profiles

MTMT:

https://m2.mtmt.hu/api/publication?format=html&labelLang=hun&sort=publishedYear.desc&cond=author_s:eq;10010664

Scholar: <https://scholar.google.com/citations?user=OBnU0FIAAAAJ&hl=hu>