



Dr. Keszezy Tamara

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

Qualifications, scientific degrees

Higher education qualifications

- 1991 - 1996
Corvinus University of Budapest, Hungary, MSc in Business Administration (főiskolai)

Scientific degrees and awards

- 2005, PhD
Corvinus University of Budapest
- 2018, Dr.Habil
Corvinus University of Budapest

Career

Workplaces

- 1995 - 1996
Banks and Exchanges journal, Journalis trainee
- 1996 - 2001
KPMG Hungary Ltd, Senior Consultant
- 1998 - 2001
Corvinus University of Budapest, Ph.D. Student
- 2001 - 2004
Corvinus University of Budapest, Assistant Professor
- 2004 - 2015
Corvinus University of Budapest, Adjunct Professor
- 2015 -
Corvinus University of Budapest, Associate Professor

Public activities in the university (memberships in university bodies)

- 2005 -
Member of the Faculty Scientific Committee
- 2015 -
European Marketing Academy (EMAC) - Contry representative of Hungary
- 2016 -
Budapest Management Review - Editorial Board Member
- 2016 -

Colleague CV: Dr. Keszey Tamara

The World IT Project - Contry representative of Hungary

Important study tours, delegacies

- 2001, 6 months
Helsinki School of Economics, Finland
- 2002, 6 months
Bocconi University, Italy

Awards, titles, honors

- 2006, Paul Kürthy Award
Hungarian Academy of Sciences
- 2009, Hungarian Academy of Sciences Janos Bolyai Research Grant
Hungarian Academy of Sciences
- 2015, Bolyai Award
Hungarian Academy of Sciences
- 2016, Research Excellence Award
Corvinus University of Budapest
- 2016, Research Excellence Award

- 2017, International Publication Award
Hungarian Academy of Sciences, Subcommittee of Marketing
- 2017, Teaching award for the most innovative marketing course in Hungary
Association for Teaching and Research in Marketing
- 2017, New National Excellence Program Scholarship

- 2018, Research Excellence Award
Corvinus University of Budapest
- 2018, Scientific Research Conference - Acknowledgement of Supervisory Excellence
Corvinus University of Budapest
- 2019, International Publication Award
Hungarian Academy of Sciences, Subcommittee of Marketing
- 2020, Medal for University
Corvinus University of Budapest
- 2019, Acknowledgement of Excellence (for supervising Tamas Gyorgy Sölch)
Hungarian Scientific Research Conference
- 2020, Research Excellence Award
Corvinus University of Budapest
- 2021, Award for the most innovative marketing course
Hungarian Association for Teaching and Research in Marketing

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	
Italian	Intermediate	Intermediate	Intermediate	

Colleague CV: Dr. Keszey Tamara

Research, professional activity

Major taught courses or fields of education:

Marketing management, Marketing strategy, Marketing planning, Thesis Consulting

Field of science and discipline:

organization science

Current fields of research:

Marketing-knowledge management

Previous fields of research:

Piacorientáció

Major research projects

- 2001 - 2002,
Form of participation: member of the research team
Moneylender:
Further info about research:
- 2003 - 2005,
Form of participation: member of the research team
Moneylender:
Further info about research:
- 2007 - 2014,
Form of participation: leader of the research team
Moneylender:
Further info about research:
- 2006 - 2014,
Form of participation: leader of the research team
Moneylender:
Further info about research:
- 2009 - , The effects of Sales-marketing collaboration on innovation
Form of participation: leader of the research team
Moneylender: Institute for the Science in Business Markets
Further info about research:
- 2021 - , Foodization - Digital transformation and sustainability in the agri-food industry
Form of participation: leader of the research team
Moneylender: European Union - Horizon Europe, Marie Curie grant
Further info about research:

Membership in scientific or professional bodies/organizations

Colleague CV: Dr. Keszey Tamara

- 2005 - , member of the public board, member Hungarian Academy of Sciences, national
- 2015 - , country representative of Hungary, leadership position (president, director etc) [European Marketing Academy](#), international
- 2015 - , member, member Allaince for the Education and Research in Marketing, national
- 2018 - , Committee member , Hungarian Academy of SciencesSubcommunity of Marketing, national
- 2016 - , National representative, leadership position (president, director etc) [The World IT project](#), international
- 2021 - , , leadership position (president, director etc) [Hungarian Association for Marketing Education for Research - Board member](#),

Board memberships and positions

- 2016 - , , president or member of the editorial board Hungarian language

Expert consultancy activities

- 1997 - 1998
- 1998 - 1999
- 2000 - 2001
- 2001 - 2001
- 1996 - 1997

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: Fovam ter 8
Room number: 213
Extension:
Main line:
Fax:
Internal fax:

E-mail address: tamara.keszey@uni-corvinus.hu

Consulting hours:

Tuesday 8:00-9:30