



Dr. Keszezy Tamara

Tanszékvezető, Egyetemi tanár / Head of Department, Professor
Academic Organisation / Academic management
Institute of Marketing / Department of Marketing
Leader position: vice rector

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 - , Commitee 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:

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Consulting hours:

Tuesday 8:00-9:30