



## Dr. Keszey Tamara

Tanszékvezető, Egyetemi docens / Head of Department, Associate 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

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### 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

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# 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

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- 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