

Dr. Keszey 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, Subcommettee 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, Subcommettee 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

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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,
- 2026 - , University Doctoral Council, member, member
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Board memberships and positions

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

Expert consultancy activities

- 1997 - 1998
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- 1998 - 1999
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- 2000 - 2001
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- 2001 - 2001
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- 1996 - 1997
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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: Fovam ter 8
  Room number: 213
  Extension:
  Main line:
  Fax:
  Internal fax:

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

Consulting hours:

Colleague CV: Dr. Keszey Tamara

Tuesday 8:00-9:30