

Dr. Kökény László

Head of Tourism Department, Associate professor, PhD
Rektori szervezet / Fenntartható Fejlődés Intézet / Turizmus Tanszék
Leader position: head of department
Year of birth: 1992

Qualifications, scientific degrees

Higher education qualifications

- 2017 - 2022
  Corvinus University of Budapest, PhD in business administration (PhD/DLA képzés)
- 2015 - 2017
  Corvinus University of Budapest, Marketing (MSc/MA)
- 2011 - 2014
  Corvinus University of Budapest, Tourism and catering (BSc/BA)

Scientific degrees and awards

- 2022, PhD
  Corvinus University of Budapest

Career

Workplaces

- 2023 - 2026
  Corvinus University of Budapest, Assistant Professor
- 2020 - 2023
  Corvinus University of Budapest, Assistant Lecturer
- 2019 - 2026
  Századvég Konjunktúrakutató Zrt., Senior consultant
- 2016 - 2017
  K&K-PRO Finanszírozási Továbbképző Intézet , Marketing expert
- 2015 - 2016
  EURO-ECO Csoport , Marketing manager
- 2014 - 2014
  Mercure Budapest Korona Hotel, Reservations and Sales Agent

Public activities in the university (memberships in university bodies)

- 2025 -
  Head of department, Tourism Department

Important study tours, delegacies

Colleague CV: Dr. Kökény László

- 2025, 6 months
  Ramon Llull University - IQS Business School, Barcelona, Spain
- 2025, 1 week
  University of Maribor, Maribor, Slovenia

Awards, titles, honors

- 2026, EKÖP
  Corvinus University of Budapest
- 2026, Corvinus Research Excellence (CKK)
  Corvinus University of Budapest
- 2025, EKÖP
  NKFIH
- 2025, Corvinus Professional Acculturation Program at Ramon Llull University, Barcelona
  Corvinus University of Budapest
- 2025, Corvinus Research Excellence (CKK)
  Corvinus University of Budapest
- 2024, OTKA Postdoctoral Research Grant
  NKFIH
- 2024, EKÖP
  NKFIH
- 2023, Corvinus Research Excellence (CKK)
  Corvinus University of Budapest
- 2023, PhD Postdoctoral Research Grant
  Hungarian Competition Authority (GVH)
- 2022, ÚNKP
  KIM
- 2022, CKK
  Corvinus University of Budapest
- 2021, ÚNKP
  ITM
- 2020, ÚNKP
  ITM
- 2019, ÚNKP
  ITM
- 2018, ÚNKP
  EMMI

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Colleague CV: Dr. Kökény László

Integrated Marketing Communication in Tourism, Tourism Marketing, Hotel Management, ESG in Tourism, Tourism innovation, Smart tourism, Hotel project, Tourism distribution channels, Sport tourism

Field of science and discipline:

organization science

Current fields of research:

consumer behaviour studies, online risk, services, crisis management, event study, sustainability and energy policy

Previous fields of research:

service development and marketing, crisis management, smart tourism

Major research projects

- 2024 - 2026, OTKA Postdoctoral Research - Infinite world, infinite challenge? Consumer concerns and the role of consumer protection in tourism with the growth of online opportunities. (OTKA_PD_146648)
  Form of participation: leader of the research team
  Moneylender: NKFIH
  Further info about research:

- 2024 - , OTKA Research Group - What Does the Future Hold for AI? - The Impact of Artificial Intelligence (AI) on the Dynamics of Land Use in Tourism (OTKA_K_147547)
  Form of participation: member of the research team
  Moneylender: NKFIH
  Further info about research:

- 2019 - 2022, Effects of autonomous vehicles on society
  Form of participation: member of the research team
  Moneylender: TKP
  Further info about research:

Membership in scientific or professional bodies/organizations

- 2025 - , Public member, member
  Hungarian Academy of Science, national
- 2023 - , member, member
  European Academy of Management (EURAM), international
- 2022 - , member, member
  Association of Geographical Societies , international
- 2019 - 2023, , member
  Hungarian Economics Association (MKE), national

Board memberships and positions

- 2017 - , Professional Secretary, other position (e.g. member of the advisory board)
  Hungarian language

Colleague CV: Dr. Kökény László

Publications

- MTMT

Contacts

Location at the university

- Building: c
  Room number: 301
  Extension:
  Main line:
  Fax:
  Internal fax:

E-mail address: laszlo.kokeny2@uni.corvinus.hu

Other professional profiles

LinkedIn: https://www.linkedin.com/in/l%C3%A1szl%C3%B3-k%C3%B6k%C3%A9ny-phd-28008613a/

MTMT: https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10062222

Scholar: https://scholar.google.com/citations?user=bDPhHaMAAAAJ&hl=en