



Dr. Kolos Krisztina Ágnes

Egyetemi tanár / Professor
Actual classification: Professor
Year of birth: 1966

Qualifications, scientific degrees

Higher education qualifications

- 1986 - 1992
Budapest University of Economic Sciences, Foreign Trade (D)

Scientific degrees and awards

- 1999, PhD
Budapest University of Economic Sciences and Public Administration
- 2014, Dr.Habil
Corvinus University of Budapest

Career

Workplaces

- 1992 - 1996
Budapest University of Economic Sciences and Public Administration, Department of Marketing, assistant professor
- 1997 - 2000
Budapest University of Economic Sciences and Public Administration, Department of Marketing, associate professor of marketing
- 2001 - 2002
BÁV Trading House and Pawn Broker, marketing manager
- 2003 - 2017
Budapest University of Economic Sciences and Public Administration, Department of Marketing, associate professor
- 2018 -
Corvinus University of Budapest, professor

Public activities in the university (memberships in university bodies)

- 2020 -
Marketing master program, academic manager

Membership in board of supervision and directors

- 2020 -

Colleague CV: Dr. Kolos Krisztina Ágnes

Patika Egészségpénztár, Member of the Board of directors

Important study tours, delegacies

- 1994, 4 months
Northwestern University, USA
- 2012, 10 days
Wirtschaftsuniversitat Wien,
- 2013, 5 days
Ephec, Brussels
- 2017, 10 days
Fudan University, Shanghai

Awards, titles, honors

- 2017, Publication award for a book titled BauerA.-Kolos K. (2016) Márkamenedzsment (Brand Management), Akadémiai Kiadó
MTA (Hungarian Academy of Science)

Language skills

| Language | Speaking | Writing | Reading | Media appearance |
|----------|----------|----------|----------|------------------|
| French | Advanced | Advanced | Advanced | Yes |
| English | Advanced | Advanced | Advanced | Yes |
| Arabic | Advanced | Advanced | Advanced | No |

Research, professional activity

Major taught courses or fields of education:

Marketing, Marketingmanagement, Services Marketing, Product and Brand Strategies, Brand Management

Field of science and discipline:

social science

Current fields of research:

Services marketing, service recovery, competitiveness of firms, older consumers and services

Previous fields of research:

Perceived risk, market orientation

Major research projects

Colleague CV: Dr. Kolos Krisztina Ágnes

- 2018 - 2020, Competing with the world: marketing and trade
Form of participation: leader of the research team
Moneylender: Competitiveness Research Center, Corvinus University of Budapest
Further info about research: <http://www.uni-corvinus.hu/index.php?id=46171>
 - 2000 - 2002, Analysis of customer to employee interaction
Form of participation: leader of the research team
Moneylender:
Further info about research:
 - 2005 - 2017, Service recovery
Form of participation: member of the research team
Moneylender: OTKA
Further info about research: <http://www.uni-corvinus.hu/index.php?id=25744>
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- 2018 - 2020, EFOP Social Innovation, Wellbeing and tourism (EFOP-3.6.2-16-2017-00017)
Form of participation: leader of the research team
Moneylender:
Further info about research:

Membership in scientific or professional bodies/organizations

- 2006 - 2020, member, member
[EMAC](#), international

Board memberships and positions

- 2017 - , associate editor, president or member of the editorial board
[Foreign language](#)

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: Main building
Room number: 316
Extension: 5228
Main line: 482-5228
Fax: 482-5236
Internal fax: 5236

E-mail address: krisztina.kolos@uni-corvinus.hu

Consulting hours:

<http://marketing.uni-corvinus.hu/index.php?id=mmifaculty>

Colleague CV: Dr. Kolos Krisztina Ágnes

Other professional profiles

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10011899>

Scholar: <https://scholar.google.com/citations?hl=hu&user=ryGNBbcAAAAJ>
