

Dr. Kolos Krisztina Ágnes

Egyetemi tanár / Professor
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet / Interkulturális Marketing és Fogyasztói Magatartás
Year of birth: 1966

Qualifications, scientific degrees

Higher education qualifications

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

Scientific degrees and awards

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

MTA membership

- , External member

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 - 2022
  Marketing master program, academic director

Colleague CV: Dr. Kolos Krisztina Ágnes

Membership in board of supervision and directors

- 2020 -
  Patika Egészségpénztár, Member of the Board of directors

Important study tours, delegacies

- 1994, 4 months
  Northwestern University, USA
- 2012, 10 days
  Wirtschaftuniversitat 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, Brand Strategies, International Branding Strategies

Field of science and discipline:

social science

Current fields of research:

Services marketing, service recovery, older consumers and services , digital ageism

Previous fields of research:

Colleague CV: Dr. Kolos Krisztina Ágnes

Perceived risk, market orientation, firm competitiveness, service elimination

Major research projects

- 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

- 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:

- 2024 - , Digital Humanism: Customer-centered Application of Artificial Intelligence in Services
  Form of participation: member of the research team
  Moneylender: OTKA
  Further info about research:

Membership in scientific or professional bodies/organizations

- 2006 - 2025, 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 offical repository of the university.)

Contacts

Location at the university

- Building: Main building
  Room number: 341
  Extension: 5228
  Main line: 482-5228

Colleague CV: Dr. Kolos Krisztina Ágnes

Fax: 482-5236
Internal fax: 5236

E-mail address: krisztina.kolos@uni-corvinus.hu
Additional contact details: +36305263802

Consulting hours:

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

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