



Kolos Krisztina

Egyetemi tanár / Professor
Institute of Marketing / Department of Marketing
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: Kolos Krisztina

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

Díjak, címek, kitüntetések

- 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: Kolos Krisztina

- 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: Kolos Krisztina

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>
