



Dr. Habil Malota Erzsébet

Egyetemi docens / Associate Professor
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet /
Interkulturális Marketing és Fogyasztói Magatartás
Leader position: head of department

Qualifications, scientific degrees

Scientific degrees and awards

- 2023, Dr.Habil
Corvinus University Budapest
- 2004, PhD
Corvinus University Budapest

Career

Workplaces

- 2008 -
Marketing and Media Institute, Associate Professor

Public activities in the university (memberships in university bodies)

- 2009 - 2009
Elected member of Faculty Board - Faculty of Business Administration
- 2016 - 2020
Elected member of Research Board - Faculty of Business Administration

Awards, titles, honors

- 2014, Award for the International Development of the Hungarian Higher Education
Tempus Hungary
- 2012,
Corvinus University
- 2011, Bolyai Scholarship
Hungarian Academy of Sciences
- 2010, Bolyai Scholarship
Hungarian Academy of Sciences
- 2009, Bolyai Scholarship
Hungarian Academy of Sciences
- 2010,
CEMS, Corvinus University
- 2016, Award for Excellence - Publication
Hungarian Academy of Sciences
- 2025, Spotlight for Teaching

Colleague CV: Dr. Habil Malota Erzsébet

Corvinus University Budapest

- 2025, Award for Excellence - Publication
Hungarian Academy of Sciences

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
Russian	Advanced	Advanced	Advanced	
German	Basic	Basic	Basic	

Research, professional activity

Major taught courses or fields of education:

intercultural communication, international marketing, intercultural marketing, cross-cultural communication and marketing, intercultural and international marketing, intercultural trainings

Field of science and discipline:

organization science

Current fields of research:

culture personality, cultural shock, intercultural competencies, cultural differences, country image, international marketing, consumer behavior, food consumption habits, country branding, international students

Previous fields of research:

stereotypes, ethnocentrism, country of origin image

Major research projects

- 2009 - 2011, The role of cultural differences in intercultural communication and in international marketing
Form of participation: leader of the research team
Moneylender: Hungarian Academy of Science
Further info about research: www.malotaakademia.com <https://m2.mtmt.hu/api/author/10012070>
<https://scholar.google.hu/citations?user=3YvLKK8AAAAJ&hl=hu>
- 2012 - 2021, Internationalization of Higher Education
Form of participation: leader of the research team
Moneylender: Tempus Hungary
Further info about research: http://issuu.com/tka_konyvtar/docs/tka_ch_tanulmanykotet_1_kicsi<http://>

Colleague CV: Dr. Habil Malota Erzsébet

/issuu.com/tka_konyvtar/docs/tka_ch_tanulmanykotet_2_kicsi

- 2009 - 2021, Experiences of foreign students
Form of participation: member of the research team
Moneylender: Tempus Hungary
Further info about research:

Expert consultancy activities

- 2009 - 2021
Qualitative and quantitative research for E-ON Hungaria, Fundamenta, Axel Springel (business journal), ELMŰ, Ministry of Social Issues, Sara Lee, Hungarian Post, Menedzser Praxis, Hungarian Student Sport Association, Codecool, Company and organizational research
- 2017 -
Tempus Public Foundation, Tempus, mobility applications of higher education institutes, judge
- 2018 - 2018
Ministry of Foreign Affairs and Trade, international marketing and country branding training for foreign trade attachés
- 2016 - 2021
Tempus Public Foundation, intercultural sensitivity training of Stipendium Hungaricum students
- 2015 -
Corvinus University Budapest, International OfficeTempus Public Foundation, intercultural training for Erasmus coordinators

Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)
- [Scopus](#)
- [Google Scholar](#)

Contacts

Location at the university

- Building: E
Room number: 357
Extension:
Main line:
Fax:
Internal fax:

E-mail address: erzsebet.malota@uni-corvinus.hu
Personal webpage: www.malotaakademia.com

Consulting hours:

according to Neptun

Other professional profiles

Colleague CV: Dr. Habil Malota Erzsébet

LinkedIn:

<https://www.linkedin.com/in/erzs%C3%A9bet-malota-malota-akad%C3%A9mia-89970b24/?originalSubdomain=hu>

Other professional profile 1: <https://malotaakademia.com/>

Other professional profile 2: <https://malotaakademia.com/rolunk/>
