

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 Developement 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

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: ttp://issuu.com/tka_konyvtar/docs/tka_ch_tanulmanykotet_1_kicsihttp:/

/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 offical 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/erzsebetmalota/?isSelfProfile=true

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

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