

Dr. Markos-Kujbus Éva

Egyetemi Egyetemi Adjunktus / Assistant Professor

Qualifications, scientific degrees

Higher education qualifications

2004 - 2009
 Corvinus University of Budapest, Service management major and marketing communications minor program (főiskolai)

Scientific degrees and awards

 2017, PhD Corvinus University of Budapest

Career

Workplaces

- 2013 2016
 - Corvinus University of Budapest, Institute of Marketing and Media, Assistant Research Fellow
- 2010 2013
 - Corvinus University of Budapest, Institute of Marketing and Media, Ph.D. stutent
- 2009 2010
 - KP. Kft., assistant
- 2016 2018
 - Corvinus University of Budapest, Institute of Marketing and Media, Assistant Lecturer
- 2018 -
 - Corvinus University of Budapest, Institute of Marketing and Media, Assistant Professor

Public activities in the university (memberships in university bodies)

 2019 member of the faculty council

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	

Colleague CV: Dr. Markos-Kujbus Éva

Intermediate Intermediate Intermediate						
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Research, professional activity

Major taught courses or fields of education:

Marketing Introduction to Marketing CommunicationsPsychological aspects of marketing communications - an introductionMedia vehicles and advertising an introductionCreative and Media Planning in AdvertisingCommunication skill development Thesis seminar

Field of science and discipline:

organization science

Current fields of research:

- online consumer contents and their marketingcommunication value- electronic word-of-mouth as a channel and a content in virtual communities- virtual communities: typology, attributes and participants' roles- social media as a marketing communications tool - reading habits of the ditigal natives

Previous fields of research:

- motivation of participating in virtual communities- consumers' usage of social media-online information seeking: process and strategies

Major research projects

• 2013 - 2016, FP7 Unveiling Creativity for Innovation in Europe

Form of participation: member of the research team

Moneylender: EU

Further info about research: http://www.cre8tv.eu/

• 2010 - , When the consumers support firms... - Electronic word-of-mouth in virtual communities

Form of participation:

Moneylender:

Further info about research:

Membership in scientific or professional bodies/organizations

- 2011 , member, Hungarian Marketing Association ,
- 2014 , member, EMAC,

Publications

• <u>Publications can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical repository of the university.)</u>

Colleague CV: Dr. Markos-Kujbus Éva

Contacts

Location at the university

• Building: E (main) building

Room number: 337 Extension: 5390

Main line: Fax:

Internal fax:

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Consulting hours:

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