



## 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. student
- 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: Markos-Kujbus Éva

German	Intermediate	Intermediate	Intermediate	
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## Research, professional activity

### Major taught courses or fields of education:

Marketing Introduction to Marketing Communications Psychological aspects of marketing communications - an introduction Media vehicles and advertising an introduction Creative and Media Planning in Advertising Communication skill development Thesis seminar

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### Field of science and discipline:

organization science

### Current fields of research:

- online consumer contents and their marketing communication 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 digital 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

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

# Colleague CV: Markos-Kujbus Éva

## Contacts

### Location at the university

- Building: E (main) building  
Room number: 337  
Extension: 5390  
Main line:  
Fax:  
Internal fax:

E-mail address: [eva.kujbus@uni-corvinus.hu](mailto:eva.kujbus@uni-corvinus.hu)

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### Consulting hours:

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