



Markos-Kujbus Éva

Egyetemi Egyetemi Adjunktus / Assistant Professor
Actual classification: Senior lecturer

Qualifications, scientific degrees

Higher education qualifications

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

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	
German	Intermediate	Intermediate	Intermediate	

Colleague CV: Markos-Kujbus Éva

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

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,

Colleague CV: Markos-Kujbus Éva

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: 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>