



Dr. Markos-Kujbus Éva

Egyetemi Egyetemi Adjunktus / Assistant Professor
Rektori szervezet / Marketing- és Kommunikációtudományi /
Marketing- és Designkommunikáció

Qualifications, scientific degrees

Higher education qualifications

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

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 Communication Sciences, Assistant Professor

Public activities in the university (memberships in university bodies)

- 2019 - 2020
member of the faculty council

Awards, titles, honors

- 2024, Education Workshop of the Year
Department of Marketing and Designcommunications

Language skills

Colleague CV: Dr. Markos-Kujbus Éva

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
German	Intermediate	Intermediate	Intermediate	

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; Content Marketing, Business Project; 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:
- 2023 - 2024, Developing Cooperation between Academia and Society through Knowledge and Capacity Building
Form of participation: member of the research team
Moneylender: V4 - Visegrád Fund
Further info about research: <https://projectv4.vivamarketing.cz/>

Membership in scientific or professional bodies/organizations

Colleague CV: Dr. Markos-Kujbus Éva

- 2011 - , member, member
[Egyesület a Marketing Oktatásért és Kutatásért](#), national
- 2014 - 2016, member, member
EMAC, international
- 2023 - , member, member
[IAB - Oktatói Klub](#), national
- 2025 - , membership in the public body of the Hungarian Academy of Sciences, member
IX. Gazdaság- és Jogtudományok Osztálya, national

Publications

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

Consulting hours:

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

Other professional profiles

LinkedIn: <https://www.linkedin.com/in/%C3%A9va-markos-kujbus-b027212a>

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10034014>

Scholar: https://scholar.google.com/citations?user=_7wFxrQAAAAJ&hl=en&oi=ao