

Dr. Mitev Ariel Zoltán

Head of Department
Rektori szervezet / Marketing- és Kommunikációtudományi Intézet / Marketingmenedzsment Tanszék
Leader position: head of department

Qualifications, scientific degrees

Higher education qualifications

- 1993 - 1998
  Corvinus University of Budapest, Marketing Specialisation (egyetemi)

Scientific degrees and awards

- 2006, PhD
  Corvinus University of Budapest
- 2016, Dr.Habil
  Corvinus University of Budapest

Career

Workplaces

- 2022 -
  Corvinus University of Budapest, Professor
- 2012 - 2022
  Corvinus University of Budapest, Associate Professor
- 2006 - 2012
  Corvinus University of Budapest, Assistant Professor
- 2003 - 2006
  Corvinus University of Budapest, Junior Assistant Professor
- 2000 - 2003
  Corvinus University of Budapest, PhD student

Public activities in the university (memberships in university bodies)

- 2006 - 2009
  Member of University Senate
- 2018 - 2019
  Member of Faculty Council
- 2020 -
  Head of ETDT (University Council of Student Research Societies)
- 2022 -
  Head of Departement (Departement of Marketing management)

Colleague CV: Dr. Mitev Ariel Zoltán

Important study tours, delegacies

- 1998, 4 months
  Johannes Kepler University of Linz

Awards, titles, honors

- 2009, Rector's Award
  Corvinus University of Budapest
- 2013, Certificate of merit
  Corvinus University of Budapest
- 2019,

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Negotiation techniques, Business communication, Sales management, Selling techniques

Field of science and discipline:

organization science

Current fields of research:

consumer behavior of tourists, tourism marketing, hospidarity (hospitality+solidarity), narrative transportation, prosocial behavior

Previous fields of research:

Postmodern marketing, Social marketing,Negotiation,Sales management, Burnout syndrome in personal selling, Internet memes, Compulsive buying, Marketing for Pharmacies, consumer acceptance of product innovations,

Membership in scientific or professional bodies/organizations

- 2003 - , member,

, national
- 2006 - , member,
  Hungarian Association on Addictions, national

Board memberships and positions

- 2017 - , Associate Editor,
  Foreign language

Publications

- Publications can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical repository of the university.)

Contacts

Location at the university

- Building: Main Building (E)
  Room number: 355
  Extension: 5523
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