



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,

Colleague CV: Dr. Mitev Ariel Zoltán

- , 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 \(MTMT\). \(MTMT is the official repository of the university.\)](#)
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Contacts

Location at the university

- Building: Main Building (E)
Room number: 355
Extension: 5523
Main line: +361482-5523
Fax: +361482-5236
Internal fax: 5236

E-mail address: ariel.mitev@uni-corvinus.hu