Colleague CV: Dr. Mucsi Attila



Dr. Mucsi Attila

Adjunct
Rektori szervezet / Marketing- és Kommunikációtudományi / Interkulturális Marketing és Fogyasztói Magatartás

Qualifications, scientific degrees

Scientific degrees and awards

- 2022, PhD
  Corvinus University of Budapest

Career

Workplaces

- 2008 - 2016
  Small and Medium Enterprises, Sales and Marketing specialist
- 2017 - 2023
  Vodafone Intelligent Solutions, Hungary, Marketing Manager

Public activities in the university (memberships in university bodies)

- 2023 -
  Specialisation leader (Global Markets and Marketing)

Important study tours, delegacies

- 2025, 10 days
  Central University of Finance and Economics (China, Beijing)

Awards, titles, honors

- 2024, Corvinus Research Excellence
  Corvinus University of Budapest
- 2026, Corvinus Research Excellence
  Corvinus University of Budapest

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	No

Colleague CV: Dr. Mucsi Attila

Research, professional activity

Major taught courses or fields of education:

Project: International Marketing, International Marketing, Online customer Behavior, Intercultural Communications

Field of science and discipline:

organization science

Current fields of research:

Brand loyalty, Brand attachment

Previous fields of research:

Intercultural stress adaptation, Higher education marketing

Publications

- The impact of acculturative stress and sociocultural adaptation on international student satisfaction and loyalty
- Mediating Role of Service Quality in the Relationship Between Self-Determined Study Abroad Motivations and Satisfaction
- Tasting a new culture : adjustment to a foreign culture through traditional local cuisine

Contacts

Location at the university

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  Internal fax:

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