



## Dr. Mucsi Attila

Adjunct

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

## Qualifications, scientific degrees

### Higher education qualifications

- 2010 - 2014  
Corvinus University of Budapest, Business Administration (BSc/BA)
- 2014 - 2016  
Saint-Petersburg State University, Masters in Management (MSc/MA)
- 2015 - 2015  
KEDGE Business School (Marseille), Masters in Management (MSc/MA)
- 2017 - 2022  
Corvinus University of Budapest, Marketing (PhD/DLA képzés)

### 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)

## Language skills

	Speaking	Writing	Reading	Media appearance
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# Colleague CV: Dr. Mucsi Attila

Language				
English	Advanced	Advanced	Advanced	No

## Research, professional activity

### Major taught courses or fields of education:

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

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### 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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