



## Simay Attila Endre

Adjunktus / Assistant Professor

### Qualifications, scientific degrees

#### Higher education qualifications

- 2003 - 2008  
Corvinus University of Budapest, Master's Degree in Economics and Teacher of Economics (főiskolai)
- 2015 - 2017  
Corvinus University of Budapest & Pázmány Péter Catholic University, East Asian Studies (főiskolai)

#### Scientific degrees and awards

- 2014, PhD  
Corvinus University of Budapest

### Career

#### Workplaces

- 2006 - 2008  
Corvinus University of Budapest, Institute of Behavioural Sciences and Communication Theory, demonstrator
- 2008 - 2014  
Corvinus University of Budapest, Department of Marketing Research and Consumer Behaviour, PhD-student
- 2014 - 2015  
Károli Gaspar University of the Reformed Church in Hungary, Institute of Social Sciences and International Studies, teacher assistant
- 2015 -  
Károli Gaspar University of the Reformed Church in Hungary, Institute of Economy and Management, assistant professor
- 2016 -  
Corvinus University of Budapest, Department of Marketing, Media and Design Communication, assistant professor

#### Important study tours, delegacies

- 2011, 6 months  
Peking University (China)
- 2012, 10 months

# Colleague CV: Simay Attila Endre

Peking University (China)

## Awards, titles, honors

- 2015, Best paper in Mekon 2015 Conference  
Technical University of Ostrava
- 2017, Best presentation in PEACH Junior Conference  
Pázmány Péter Catholic University
- 2018, Excellent paper  
Vezetéstudomány - Budapest Business Review

## Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	
Chinese	Advanced	Advanced	Advanced	

## Research, professional activity

### Major taught courses or fields of education:

Marketing, Marketing Communication, Digital and Online Marketing

### Field of science and discipline:

organization science

### Current fields of research:

Internet economy in China, Personal data in Marketing Communication

### Previous fields of research:

Consumer Loyalty

### Membership in scientific or professional bodies/organizations

- 2016 - , member, member  
[Association for Marketing Teaching and Research](#), national

## Publications

- [MTMT](#)

## Contacts

## **Colleague CV: Simay Attila Endre**

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