

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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