

## Dr. Simon Judit

Professor Emerita

Actual classification: Professor

Year of birth: 1951

## Qualifications, scientific degrees

### Higher education qualifications

- 1969 - 1974  
Karl Marx University of Economic Sciences, Master program in Macroeconomics, specialization in business mathematics (B)
- 1994 - 1994  
Harvard Business School, Boston, Harvard Business School, Advanced Management Program (H)

### Scientific degrees and awards

- 1976, dr. univ  
Karl Marx University of Economic Sciences
- 1994, kandidátus  
Hungarian Academy of Sciences
- 2007, Dr.Habil  
Corvinus University of Budapest

### MTA membership

- , External member

## Career

### Workplaces

- 2008 - 2016  
Corvinus University of Budapest, Institute of Marketing and Media, head of institute
- 1997 - 2016  
Corvinus University of Budapest, German Teaching Program in Business Administration in cooperation with the University of Passau, director
- 1989 - 2009  
Corvinus University of Budapest, Institute of Marketing and Media, Department of Marketing Research and Consumer Behaviour, associate professor
- 1998 - 2000  
ACNielsen Market Research Ltd., client service and sales director
- 1993 - 1997  
Research Foundation of Austria and Hungary, managing director
- 1988 - 1989  
Institute of Social Sciences, researcher
- 1974 - 1988  
National Planning Office, member of staff
- 2003 - 2010  
LHS Consulting Ltd., research director
- 2016 - 2021

# Colleague CV: Dr. Simon Judit

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- Corvinus University of Budapest, Institute of Marketing and Media, Professor
- 2014 - 2021  
Hungarian IMP Research Centre (hIMP) in the Institute of Marketing and Media, member and head of the research center
- 2021 -  
Corvinus University of Budapest, Institute of Marketing, Professor Emerita

## Public activities in the university (memberships in university bodies)

- 2008 - 2016  
head of institute
- 1997 - 2016  
director, German Education Program in Business Administration
- 2004 - 2016  
member of the Faculty Council of the Faculty of Business Administration
- 2010 - 2016  
member of the Committee of Credit Accreditation of the Faculty of Business Administration
- 2013 - 2016  
member of the Committee of International Credit-accreditation of the Faculty of Business Administration
- 2013 - 2016  
member of the Committee of International Affairs of the Faculty of Business Administration
- 2010 - 2018  
member of the Doctoral Committee of the Faculty of Business Administration
- 2013 - 2018  
special member of the Doctoral Committee of the Faculty of Business Administration

## Membership in board of supervision and directors

- 1993 - 2014  
, vice president, representative
- 2016 - 2018  
, president

## Important study tours, delegacies

- 1994, 3 months  
Harvard Business School, Boston
- 1991, persistent  
University of Passau
- 1992, 2 weeks  
University of Hamburg
- 1989, 3 months  
IIASA (International Institute for Applied Systems Analysis), Laxenburg, Austria
- 1987, 2 weeks  
Research Institute of Friedrich Ebert Foundation, Bonn
- 1988, 2 weeks  
Research Institute of Friedrich Ebert Foundation, Bonn
- 1982, 1 month  
Vienna Institute of International Economic Comparison (WIIW)

## Awards, titles, honors

- 2003, pro University award

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- University of Economic Sciences
- 2014, honorary doctor (Dr. rer. pol. h.c.)  
University of Passau
- 2018, Gold medal  
Corvinus University of Budapest
- 2019, honorary citizen  
University of Passau

## Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
German	Advanced	Advanced	Advanced	Yes
Russian	Intermediate	Intermediate	Intermediate	

## Research, professional activity

### Major taught courses or fields of education:

Marketing research, Quantitative methods of marketing research, Health care marketing, Marktforschung, Marketing Management und Forschung

### Field of science and discipline:

organization science

### Current fields of research:

health care marketing, pharmaceutical marketing, methods of measurement of patient satisfaction, hybrid consumer behaviour, quantitative methods in Marketing research, B2B marketing

### Previous fields of research:

Investigation of influencing factors of economic development  
The innovation and adaptation capability of economy and the influence of market

### Major research projects

- 1996 - 1998, Hybrid buying behaviour, comparison of Germany and Hungary  
Form of participation: leader of the research team  
Moneylender: ACE  
Further info about research: joint research with the University of Passau, with Prof. Dr. Helmut Schmalen
- 2001 - 2002, The measurement of company and institution success with satisfaction of consumers

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Form of participation: leader of the research team  
Moneylender: OTKA (National Hungarian Research Fund)  
Further info about research:

- 2005 - 2008, The integrated theoretical model of business relationships  
Form of participation: leader of the research team  
Moneylender: OTKA  
Further info about research:
- 2013 - 2015, The Impact of the Integrated Model of Consumer Satisfaction, Loyalty and Value on the Economic Outcome  
Form of participation: leader of the research team  
Moneylender: OTKA  
Further info about research:
- 2012 - 2014, LYMBOL: Role of health-related symbols and claims in consumer behaviour  
Form of participation: leader of the research team  
Moneylender: FP7 THEME [KBBE.2012.2.1-01]  
Further info about research: [www.clymbol.eu](http://www.clymbol.eu)
- 2010 - 2014, Research on patient adherence, on influencing factors and the analysis of patients' behaviour  
Form of participation: leader of the research team  
Moneylender:  
Further info about research: [www.espacomp.eu](http://www.espacomp.eu)

## Membership in scientific or professional bodies/organizations

- 2005 - 2009, secretary, leadership position (president, director etc)  
Marketing Commission of the 9th Department of the Hungarian Academy of Sciences, national
- 2009 - 2014, secretary, leadership position (president, director etc)  
Marketing Subcommission of the Commission of Business Administration of the 9th Department of the Hungarian Academy of Sciences, national
- 2010 - 2016, member of board, vice president, leadership position (president, director etc)  
[ESPACOMP \(European Society of Patient Adherence, Compliance and Persistence\)](#), international

## Board memberships and positions

- 2010 - 2018, member of editorial board, editor-in-chief, member of the editorial team  
Foreign language
- 2010 - 2018, member of editorial board, editor-in-chief, member of the editorial team  
Foreign language
- 2013 - 2018, member of editorial board, editor-in-chief, member of the editorial team  
Hungarian language
- 2010 - 2016, editor-in-chief, editor-in-chief, member of the editorial team

## Expert consultancy activities

- 1998 - 2018  
expert of the Hungarian Marketing Association, consultancy in marketing
- 2003 - 2010  
LHS Consulting Ltd. , consultancy and research in pharmaceutical marketing

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- 1998 - 2018  
S and T Marketing Szolgáltató Bt. , consultancy in marketing, teaching

## Publications

- [Publications can be found at Magyar Tudományos Művek Tára \(MTMT\). \(MTMT is the official repository of the university.\)](#)

## Contacts

### Location at the university

- Building: Central Building - Fővám tér 8.  
Room number: 359  
Extension: 5252, 5039  
Main line: +36-1-482-5252, +36-1-482-5039  
Fax: +36-1-482-5236  
Internal fax: 5236
- Building: Central building - Fővám tér 8.  
Room number: 359  
Extension: 5150, 5059  
Main line: +36-1-482-5150, +36-1-482-5059  
Fax: +36-1-482-5059  
Internal fax: 5059

E-mail address: [judit.simon@uni-corvinus.hu](mailto:judit.simon@uni-corvinus.hu)

### Consulting hours:

Tuesday 1-3 p.m.