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

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

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 ig Marketing research, B2B marketing

Previous fields of research:

Investigation of influencing factors of economic developmentThe 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

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

- 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

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, deitor-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

- 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 offical 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

Consulting hours:

Tuesday 1-3 p.m.