



Dr. Török Anna

Assistant professor

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

Qualifications, scientific degrees

Higher education qualifications

- 2008 - 2012
Corvinus University of Budapest, Commerce and marketing (BSc/BA)
- 2012 - 2014
Corvinus University of Budapest, Marketing (MSc/MA)
- 2017 - 2019
Hungarian University of Sports Science, Sports trainer in DanceSport (egyéb)
- 2018 - 2023
Corvinus University of Budapest, Management and Business Administration (PhD/DLA képzés)
- 2022 - 2025
Károli Gáspár University, Psychology (BSc/BA)

Scientific degrees and awards

- 2023, PhD
Doctoral Council of the Corvinus University of Budapest

MTA membership

- , Regular member

Career

Workplaces

- 2011 - 2012
Unilever Ltd, Assistant Brand Manager (Algida, Lipton)
- 2014 - 2015
HairCareProfessionals Ltd. (distributor of P&G), Brand Manager (Londa Professional)
- 2015 - 2017
Danone Ltd., Junior Brand Manager (Oikos)
- 2017 - 2018
Beiersdorf Ltd., Brand and CSR Manager (Nivea)

Important study tours, delegacies

- 2019, 1 month

Colleague CV: Dr. Török Anna

EGADE Business School, Mexico

- 2022, 2 weeks
University of Santiago, Cape Verde
- 2022, 2 weeks
University of Panama, Panama
- 2022, 2 weeks
University of Iceland, Iceland
- 2024, 1 month
University of Auckland, New Zealand
- 2025, 1 week
SPJIMR and NMIMS, India
- 2025, 1 week
University of Passau, Germany

Awards, titles, honors

- 2016, Silver and Bronze Effie awards - name change of OIKOS brand
Effie Awards Hungary
- 2024, CKK research award
Corvinus University of Budapest
- 2024, Nominated among top 5 Best lecturers
HÖK, Corvinus University of Budapest

Language skills

Language	Speaking	Writing	Reading	Media appearance
Hungarian	Native	Native	Native	
English	Advanced	Advanced	Advanced	
Spanish	Advanced	Advanced	Advanced	
French	Advanced	Advanced	Advanced	
Russian	Advanced	Advanced	Advanced	
German	Advanced	Advanced	Advanced	
Italian	Basic	Intermediate	Intermediate	

Research, professional activity

Major taught courses or fields of education:

cross-cultural consumer behavior, international marketing

Field of science and discipline:

Colleague CV: Dr. Török Anna

media and communication sciences

Current fields of research:

empowerment, diversity, inclusion, disability, psychology

Previous fields of research:

femvertising, female empowerment, advertising, brands

Membership in scientific or professional bodies/organizations

- 2019 - , Member, member
EMOK, national
- 2022 - , Member, member
EMAC, international

Publications

- [Female stereotypes and female empowerment in advertising: A systematic literature review and future research agenda](#)
- [Empowerment through femvertising-Evidence from Mexico and Hungary](#)
- [Consumer responses to femvertising: evidence from a cross-cultural study](#)

Contacts

Location at the university

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Other professional profiles

LinkedIn: www.linkedin.com/in/anna-torok-b2308939

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10068094&view=simpleList>

Scholar: <https://scholar.google.com/citations?user=e85y9JgAAAAJ&hl=hu&oi=ao>