

Dr. Török Anna

Associate 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

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

- Building: E épület
  Room number: 357
  Extension:
  Main line: +36 1 482 5525
  Fax:
  Internal fax:

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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