



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

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- 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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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>