Dr. Jackson Kevin Michael

Assistant Professor
Elnöki Szervezet / Vállalati és Intézményi Kapcsolatok (VIK) / Kommunikáció
Year of birth: 1970

Qualifications, scientific degrees

Higher education qualifications

- 2019 - 2023
  Széchenyi István University, Doctoral School of Business and Management Sciences (PhD/DLA képzés)
- 1997 - 1999
  Case Western Reserve University , International Masters of Business Administration (MBA)

Career

Workplaces

- 2023 -
  Corvinus University, Assistant Professor, Researcher
- 2018 - 2023
  ESSCA School of Management, Adjunct Professor
- 2017 - 2023
  Corvinus University , Adjunct Professor
- 2016 - 2019
  Qb, Developed gear-free VR and AR experiences for education, events, and client activation.
- 2014 - 2016
  Gravity R&D (Now Taboola), Led global sales strategy for a machine-learning personalization platform and contributed to large-scale applied personalization solutions.
- 2009 - 2014
  Appshaker Ltd., Built augmented reality campaigns for global brands including Ford, GE, Coca-Cola, National Geographic, Smithsonian, Universal, Fox, and BBC World.

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Native	Native	Native	Yes
Hungarian	Basic	Basic	Basic	

Research, professional activity

Major taught courses or fields of education:

Colleague CV: Dr. Jackson Kevin Michael

Consumer Behavior, Entrepreneurship, Services Marketing

Field of science and discipline:

media and communication sciences

Current fields of research:

Consumer Behaviour, Food Insecurity

Previous fields of research:

Student Burnout, Impact of COVID-19 on Higher Education

Major research projects

- 2023 - 2026, Inflation, food insecurity, and mental health: Generation Z's burden in emerging Europe.
  Form of participation: leader of the research team
  Moneylender:
  Further info about research: The published study shows how inflation is linked to food insecurity and poorer mental well-being among Gen Z in Hungary. The new qualitative study explores how young people cope, adapt, and make trade-offs under ongoing financial pressure.

- 2024 - 2026, The power of personalization: Generation Z's emotional response to AI food marketing under the EU AI Act.
  Form of participation: leader of the research team
  Moneylender:
  Further info about research: This study examines how Generation Z responds emotionally to AI-generated food advertising compared with traditional ads. It connects these behavioral effects to the EU AI Act by asking when personalized food marketing may move beyond engagement and

- 2025 - 2026, Temporal Engagement Architecture in Traditional versus AI-Enhanced Food Advertising
  Form of participation: leader of the research team
  Moneylender:
  Further info about research: This research explores how AI-enhanced and traditional food ads shape attention over time. It introduces Temporal Engagement Architecture (TEA) to examine how quickly attention is captured, how deeply viewers engage, and how stable that engagement re

- 2025 - 2026, Autonomy Compression in Agentic AI Systems: Delegation Across Hedonic and Utilitarian Decisions
  Form of participation: leader of the research team
  Moneylender:
  Further info about research: This study explores how agentic AI can reduce user oversight by making decisions easier to approve than to verify. It compares delegation behavior in hedonic and utilitarian tasks to see when AI support helps and when it may weaken autonomy.

Publications

- The power of personalization: Generation Z's emotional response to AI food marketing under the EU AI Act.

- Inflation, food insecurity, and mental health: Generation Z’s burden in emerging Europe
- Student Burnout in Higher Education: From Lockdowns to Classrooms
- THE INFLUENCE OF COVID-19 ON SENTIMENTS OF HIGHER EDUCATION STUDENTS - PROSPECTS FOR THE SPREAD OF DISTANCE LEARNING
- Holistic Online Learning, in a Post COVID-19 World

Contacts

Location at the university

- Building: Corvinus E Building
  Room number: 342
  Extension:
  Main line:
  Fax:
  Internal fax:

E-mail address: kevin.jackson@uni-corvinus.hu
Postal address: 1026 Budapest, Lepke utca 5-7
Personal webpage: https://www.linkedin.com/in/kevinmjackson1/

Consulting hours:

Wednesdays 10 -12

Other professional profiles

LinkedIn: https://www.linkedin.com/in/kevinmjackson1

MTMT: https://m2.mtmt.hu/frontend/?#view/Publication/SmartQuery/1127/

Scholar: https://scholar.google.com/citations?hl=en&user=PE174poAAAAJ