

Dr. Varga Ákos

Egyetemi docens / Associate Professor
Institute of Marketing / Department of Media,
Marketingcommunications and Designcommunications
Actual classification: Senior lecturer

Qualifications, scientific degrees

Higher education qualifications

- 2004 - 2007
University of Szeged, Communication specialist (D)
- 2000 - 2004
University of Kaposvár, Teacher, Communication (C)

Scientific degrees and awards

- 2012, PhD
University of Kaposvár

Career

Workplaces

- 2013 -
Corvinus University of Budapest, Assistant Professor
- 2009 - 2013
University of Kaposvár, Assistant Professor
- 2004 - 2009
Kaposvár University, Lecturer

Public activities in the university (memberships in university bodies)

- 2020 -

Important study tours, delegacies

- 2013, 1 month
University of Lethbridge, Canada
- 2012, 1 week
Universidad de Seville, Spain
- 2009, 1 week
Volda University College, Norway
- 2008, 3 months
European Parliament, Brussels
- 2008, 1 week
Volda University College, Norway
- 2015, 1 week
Estonian Business School, Tallinn
- 2015, 2 months

Colleague CV: Dr. Varga Ákos

University of Lethbridge, Canada

- 2019, 1 week

University of Zagreb, Croatia

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
German	Basic	Basic	Basic	

Research, professional activity

Major taught courses or fields of education:

Online and Digital Marketing, Business Communications, International Negotiation Techniques, Communications Practice, Public Relations in practice, Advertising Management

Field of science and discipline:

organization science

Current fields of research:

Neuromarketing, online marketing, marketing communications, consumer behavior

Previous fields of research:

Food industry marketing communications

Membership in scientific or professional bodies/organizations

- 2014 - 2018, , member
, national

Board memberships and positions

- 2012 - 2020, Editorial Board member,
- 2012 - 2016, Editorial Board member,

Expert consultancy activities

- 2016 - 2016

Contacts

Location at the university

- Building: E
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Main line: 482-5000
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Internal fax:

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Consulting hours:

<http://marketing.uni-corvinus.hu/index.php?id=mmifaculty>