



Dr. Habil. Varga Ákos

Egyetemi docens / Associate Professor

Qualifications, scientific degrees

Higher education qualifications

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

Scientific degrees and awards

- 2012, PhD
University of Kaposvár

Career

Workplaces

- 2019 -
Marketing Institute, Corvinus University of Budapest, Associate professor
- 2013 - 2019
Corvinus University of Budapest, Assistant Professor
- 2009 - 2013
University of Kaposvár, Assistant Professor
- 2004 - 2009
Kaposvár University, Lecturer

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

Colleague CV: Dr. Habil. Varga Ákos

Estonian Business School, Tallinn

- 2015, 2 months

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

Colleague CV: Dr. Habil. Varga Ákos

Contacts

Location at the university

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Consulting hours:

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