



## Dr. Habil. Varga Ákos

Egyetemi docens / Associate Professor  
Rektori szervezet / Marketing- és Kommunikációtudományi / Digitális Marketing  
Leader position: head of department

## Qualifications, scientific degrees

### Higher education qualifications

- 2004 - 2007  
University of Szeged, Communication specialist (egyetemi)
- 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

### Public activities in the university (memberships in university bodies)

- 2024 - 2025  
Dean, Executive and Postgraduate Programs

### 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

# Colleague CV: Dr. Habil. Varga Ákos

- 2008, 1 week  
Volda University College, Norway
- 2015, 1 week  
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	No

## 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:

social 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 - , Member, member  
Member of public body of Hungarian Academy of Sciences, national

### Expert consultancy activities

- 2016 - 2016  
, PR consultant, Uniomedia PR Agency

## Publications

# Colleague CV: Dr. Habil. Varga Ákos

- [The ways we perceive: A comparative analysis of manufacturer brands and private labels using implicit and explicit measures](#)
- [Psychographic Clusters of Private Label Consumers](#)
- [“Real impact”: Challenges and opportunities in bridging the gap between research and practice – Making a difference in industry, policy, and society](#)

## Contacts

### Location at the university

- Building: E  
Room number: 337  
Extension: 5490  
Main line: 482-5000
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- Fax:  
Internal fax:

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### Consulting hours:

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