Prof. Dr. Zsóka Ágnes

Egyetemi tanár / Professor
Rektori szervezet / Fenntartható Fejlődés Intézet / Fenntarthatósági Menedzsment és Környezetgazdaságt
Year of birth: 1972

Qualifications, scientific degrees

Higher education qualifications

- 1991 - 1997
  Budapest University of Economic Sciences, Management and Business Administration (MSc/MA)

Scientific degrees and awards

- 2015, Dr.Habil
  Corvinus University of Budapest (CUB)
- 2006, PhD
  Corvinus University of Budapest

Career

Workplaces

- 2024 -
  Corvinus University of Budapest CUB, Institute of Sustainable Development, Department of Sustainability Management and Environmental Economi, Full Professor
- 2022 - 2024
  Corvinus University of Budapest, Vice-Rector for Academic Development (and Full Professor)
- 2017 - 2022
  CUB, Department of Marketing, professor
- 2015 - 2017
  CUB, Department of Marketing, habilitated associate professor
- 2012 - 2015
  CUB, Department of Environmental Economimcs and Technology, associate professor
- 2006 - 2011
  CUB, Department of Environmental Economimcs and Technology, senior assistant professor
- 2003 - 2006
  CUB, Department of Environmental Economimcs and Technology, assistant professor

Public activities in the university (memberships in university bodies)

- 2022 - 2024
  Vice Rector for Academic Development
- 2020 - 2024
  Member of the Academic Tenure and Promotion Committee

Colleague CV: Prof. Dr. Zsóka Ágnes

- 2016 - 2022
  Director of the German speaking Management Education Centre (Deutschsprachiger Studiengang in Betriebswirtschaftslehre)
- 2006 - 2022
  Programme Director of the Doctoral School of Business and Management
- 2013 -
  Core Member of the Doctoral School of Business and Management
- 2006 - 2022
  Doctoral School of Business and Management: member of the Doctoral Council (Committee)
- 2012 - 2022
  Member of the University Doctoral Council

Important study tours, delegacies

- 2019, 4 days
  University of St. Gallent eaching as guest lecturer at a CEMS block seminar
- 2019, 1 week
  University of Passau, Germany: teaching a complete master course as guest lecturer
- 2018, 1 week
  University of Passau, Germany: teaching a complete master course as guest lecturer
- 2018, 4 days
  University of St. Gallenteaching as guest lecturer at a CEMS block seminar
- 2025, 3 days (Sep)
  ESADE Barcelona, teaching as guest lecturer at a CEMS block seminar
- 2017, 2 times 1 week
  University of Passau, GermanyJanuary: related to the directorship of the DSGJune: teaching a complete master course as guest lecturer
- 2017, 4 days
  University of St. Gallen teaching as guest lecturer at a CEMS block seminar
- 2017, 2 days
  University of Vienna teaching as guest lecturer at a CEMS block seminar
- 2016, 2 times 1 week
  University of Passau, Germany: teaching two complete master courses as guest lecturer
- 2015, 1 week
  University of Passau, Germany: teaching a complete master course as guest lecturer
- 1999, 3 months
  International Institute of Industrial Environmental Economics, Lund, Sweden

Awards, titles, honors

- 2025, Corvinus Gold Medal
  CUB
- 2024, Teaching Community of the Year
  Corvinus
- 2019, Outstanding Contribution Award
  CEMS
- 2015, For the university-award
  CUB

Language skills

Language	Speaking	Writing	Reading	Media appearance

Colleague CV: Prof. Dr. Zsóka Ágnes

English	Advanced	Advanced	Advanced	Yes
German	Advanced	Advanced	Advanced	Yes
Russian	Intermediate	Intermediate	Intermediate	No

Research, professional activity

Major taught courses or fields of education:

Corporate Sustainability and Corporate Social Responsibility (in English - CEMS), Model UNFCCC Climate Strategy Role Play (in English - CEMS), Strategic Responses to Climate Change (in English) Sustainable and Ethical Marketing (in English), Corporate sustainability case studies (in Hungarian), Global Sustainability Challenges (in German), Responsible HRM (in Hungarian - ESG Programme)

Field of science and discipline:

multidisciplinary social sciences

Current fields of research:

sustainable consumer behaviour, driving forces of environmental awareness of the society, subjective wellbeing under ecological constraints, social impact measurement and enhancement of higher education

Previous fields of research:

environmental awareness and environmental management of companies, environmental marketing, sustainable consumption, relationship between environmental education and environmentally aware lifestyle

Major research projects

- 2006 - 2007, Strategic Environmental Assessment of National Strategic Referece Framework and connecting operative programs
  Form of participation: member of the research team
  Moneylender: National Development Agency
  Further info about research:

- 2007 - 2007, Analysing Willingness to pay and benefit transfer at rivers Túr and Kállay-canal
  Form of participation: member of the research team
  Moneylender: Ministry of Environment and Water Resources
  Further info about research:

- 2005 - 2005, Domestic Development Policy Concept - Status Report
  Form of participation: member of the research team
  Moneylender: National Development Authority
  Further info about research:

- 2007 - 2011, Trends and opportunities in sustainable consuption in Hungary
  Form of participation: member of the research team

Moneylender: OTKA 68647
Further info about research:

- 2007 - 2007, Supporting the implementation of the Water Framework Directive in Phase II
  Form of participation: member of the research team
  Moneylender: ÖKO Zrt.
  Further info about research:

- 2009 - 2011, Sustainable production, consumption and communication
  Form of participation: member of the research team
  Moneylender: Norwegian Fund
  Further info about research:

- 2009 - 2011, WateRisk
  Form of participation: member of the research team
  Moneylender: NKFT
  Further info about research: Alternatives of efficient and sustainable management of extreme regional water stock risks

- 2009 - 2011, ActClean
  Form of participation: member of the research team
  Moneylender: EU Central Europe Programme
  Further info about research: Supporting cleaner production of companies

- 2012 - 2016, Analysing life satisfaction and happiness under ecological constraints
  Form of participation: member of the research team
  Moneylender: OTKA 105228
  Further info about research:

- 2012 - 2014, PRESOURCE
  Form of participation: member of the research team
  Moneylender: EU Central Europe Programme
  Further info about research: Environmental management practices at SMEs

- 2011 - 2014, Supporting centres of scientific education at Corvinus University of Budapest
  Form of participation: leader of the research team
  Moneylender: EU
  Further info about research: project leader for the doctoral schools of the university

- 2016 - 2019, ENABLE
  Form of participation: member of the research team
  Moneylender: EU
  Further info about research: The research project is led by REKK and it relates to the energy consumption habits of Hungarian households.

- 2019 - 2021, Research field excellence program - Digitalized tourism project - Tourism and liveable environment sub-project
  Form of participation: member of the research team
  Moneylender: Hungarian State
  Further info about research:

- 2019 - 2021, Ecovelo Tour
  Form of participation: member of the research team
  Moneylender: EU - Interreg Danube

Further info about research: http://www.interreg-danube.eu/approved-projects/ecovelotour

- 2016 - 2019, OTKA K116472 project: Accounting and management of Scope 3 emissions
  Form of participation: member of the research team
  Moneylender: NFKI
  Further info about research:

- 2021 - 2025, OTKA 138661 project: Sustainability Challenges of Innovative Business Models – the Case of Prosumption
  Form of participation: member of the research team
  Moneylender: NKFI
  Further info about research: Project period: 2021-2025

- 2024 - , OTKA 146784 project: Life within the +2 Celsius limit: Making sustainable consumption inclusive
  Form of participation: member of the research team
  Moneylender: NKFI
  Further info about research: Project period: 2024-2027

- 2026 - , ADVANCED 153372 - Measuring and enhancing social impact of research and higher education
  Form of participation: leader of the research team
  Moneylender: NKFI
  Further info about research: Project period: 2026-2029

Membership in scientific or professional bodies/organizations

- 2020 - , Faculty Group Chair, leadership position (president, director etc)
  CEMS (The Global Alliance in Management Education) Business and the Environment Faculty Group , international
- 2012 - 2014, Executive Committee member, member
  EDAMBA (European Doctoral Programmes Association in Management and Business Administration), international
- 2011 - 2014, RDE Committee (Research and Doctoral Education) member, member
  CEMS (The Global Alliance in Management Education), international

Expert consultancy activities

- 2007 - 2007
  , Hungarian National Sustainable Development Strategy

Publications

- Publications can be found at Magyar Tudományos Művek Tára (MTMT). (MTMT is the offical repository of the university.)

Contacts

Location at the university

- Building: Közraktár Str. 4-6
  Room number: 310
  Extension: 7358

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