



## Prof. Dr. Zsóka Ágnes

Egyetemi tanár / Professor  
Rektori szervezet / Akadémiai fejlesztésekért felelős rektorhelyettes  
Leader position: vice rector  
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

- 2015 - 2017  
CUB, Department of Marketing, habilitated associate professor
- 2017 - 2022  
CUB, Department of Marketing, professor
- 2012 - 2015  
CUB, Department of Environmental Economics and Technology, associate professor
- 2006 - 2011  
CUB, Department of Environmental Economics and Technology, senior assistant professor
- 2003 - 2006  
CUB, Department of Environmental Economics and Technology, assistant professor

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

- 2022 -  
Vice Rector for Academic Development
- 2006 - 2022  
Programme Director of the Doctoral School of Business and Management
- 2016 - 2022  
Director of the German speaking Management Education Centre (Deutschsprachiger Studiengang in Betriebswirtschaftslehre)
- 2006 - 2022  
Doctoral School of Business and Management: member of the Doctoral Council (Committee)

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- 2012 - 2022  
Member of the University Doctoral Council

## Important study tours, delegacies

- 2019, 4 days  
University of St. Gallen teaching 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. Gallen teaching as guest lecturer at a CEMS block seminar
- 2017, 2 times 1 week  
University of Passau, Germany January: related to the directorship of the DSG June: 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

- 2019, Outstanding Contribution Award  
CEMS
- 2015, \\\ \\\ \\\ \\\  
CUB

## Language skills

Language	Speaking	Writing	Reading	Media appearance
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), UNFCCC Climate Strategy

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Role Play (in English - CEMS), Climate Change and Sustainable Development (in English) Sustainable consumption (in Hungarian), Corporate sustainability case studies (in Hungarian), Global Sustainability Challenges (in German), Strategic Thinking (in German - DSG), Marketing (in German - DSG)

## 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

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## 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 Reference 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 consumption 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: ÓKO 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, WaterRisk

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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:

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- 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:

## 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
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# Colleague CV: Prof. Dr. Zsóka Ágnes

[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 official repository of the university.)
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## Contacts

### Location at the university

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