



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 BudapestCUB, 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

- 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)
- 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

- 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 |
|----------|----------|----------|----------|------------------|
| English | Advanced | Advanced | Advanced | Yes |

Colleague CV: Prof. Dr. Zsóka Ágnes

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|----------------|--------------|--------------|--------------|-----|
| 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 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:

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- 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, WaterRisk
Form of participation: member of the research team
Moneylender: NKFT
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- 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>
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- 2016 - 2019, OTKA K116472 project: Accounting and management of Scope 3 emissions
Form of participation: member of the research team
Moneylender: NKFI
Further info about research:
- 2021 - , 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 \(MTMT\). \(MTMT is the official repository of the university.\)](#)

Contacts

Location at the university

- Building: Main building
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Extension: 5395
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