



## 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 Economics, 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 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 - 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

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- 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
- 2025, 3 days (Sep)  
ESADE Barcelona, 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
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<b>English</b>	Advanced	Advanced	Advanced	Yes
<b>German</b>	Advanced	Advanced	Advanced	Yes
<b>Russian</b>	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

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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:

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- 2009 - 2011, WaterRisk  
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

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

# Colleague CV: Prof. Dr. Zsóka Ágnes

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