



Dr. Zsóka Ágnes

Egyetemi tanár / Professor
Institute of Marketing / Department of Marketing
Actual classification: Professor

Qualifications, scientific degrees

Higher education qualifications

- 1991 - 1997
Budapest University of Economic Sciences, Management and Business Administration (B)

Scientific degrees and awards

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

Career

Workplaces

- 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
- 2015 - 2017
CUB, Department of Marketing, habilitated associate professor
- 2017 -
CUB, Department of Marketing, professor

Public activities in the university (memberships in university bodies)

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

Important study tours, delegacies

- 1999, 3 months
International Institute of Industrial Environmental Economics, Lund, Sweden
- 2015, 1 week
University of Passau, Germany: teaching a complete master course as guest lecturer
- 2016, 2 times 1 week
University of Passau, Germany: teaching two complete master courses as guest lecturer
- 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
- 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
- 2019, 1 week
University of Passau, Germany: teaching a master course as guest lecturer
- , 4 days
University of St. Gallen teaching as guest lecturer at a CEMS block seminar

Díjak, címek, kitüntetések

- 2015, "For the university" (Pro universitas) award
CUB
- 2019, Outstanding Contribution Award
CEMS

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
German	Advanced	Advanced	Advanced	Yes
Russian	Intermediate	Intermediate	Intermediate	

Research, professional activity

Major taught courses or fields of education:

Corporate Sustainability and Corporate Social Responsibility (in English - CEMS), UNFCCC Climate Strategy Role Play (in English - CEMS), Climate Change and Sustainable Development (in English) Sustainable consumption (in Hungarian), Corporate sustainability case studies (in Hungarian), 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

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, 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 - 2020, 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 - ,
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

- 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
- 2015 - , General Secretary , member
[EDAMBA \(European Doctoral Programmes Association in Management and Business Administration\)](#), international

Expert consultancy activities

- 2007 - 2007

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
Room number: 339
Extension: 5062
Main line: +361-482-5062
Fax:
Internal fax:

E-mail address: agnes.zsoka@uni-corvinus.hu

Consulting hours:

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