

Dr. Deák-Zsótér Boglárka

marketing menedzser
Actual classification: Senior lecturer

Qualifications, scientific degrees

Higher education qualifications

- 2001 - 2007
  Corvinus University of Budapest, Economist, Marketing specialization (B)

Scientific degrees and awards

- 2017, PhD
  Corvinus University of Budapest

Career

Workplaces

- 2009 - 2014
  Corvinus University of Budapest, Department of Marketing, PhD Student
- 2006 - 2007
  Unilever Hungary Ltd., Trade marketing assistant
- 2004 - 2006
  Összhang Cultural Association, Cultural event/festival organizer
- 2002 - 2004
  Motorola Hungary Ltd., Partner relationship administrator
- 2001 - 2002
  Ferenc Erkel Cultural Center of Gyula, Cultural event/festival organizer
- 1999 - 2000
  Fittich Ltd., Commercial sales administrator
- 2014 - 2017
  Corvinus University of Budapest, Department of Marketing, Assistant Lecturer
- 2015 - 2018
  Corvinus University of Budapest, Corvinus Business School, Marketing manager
- 2017 -
  Corvinus University of Budapest, Department of Marketing, Lecturer

Colleague CV: Dr. Deák-Zsótér Boglárka

Important study tours, delegacies

- 2012, 1 week
  University of Vienna

Awards, titles, honors

- 2012, 2nd place at the PhD Competition of Public Finance Quarterly
  State Audit Office of Hungary
- 2016, New National Excellence Program
  Ministry of Human Capacities
- 2017, EMOK Egyesület a Marketing Oktatásért és Kutatásért
  EMOK Association for Teaching and Research in Marketing

Language skills

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

Research, professional activity

Major taught courses or fields of education:

Marketing, BsC
Marketing research
Marketing planning
Learning and research methods

Field of science and discipline:

organization science

Current fields of research:

Financial socialization
Intergenerational influences in youth' financial socialization
Consumer behaviour of young adults living with their parents
Family communication
Financial education
Financial literacy

Previous fields of research:

Sales promotions
Children as target group
Food marketing to children

Colleague CV: Dr. Deák-Zsótér Boglárka

Scientometrics

Major research projects

- 2016 - 2017, Investigation of young adults' financial culture - considering their time perception and ability for delayed gratification
  Form of participation: leader of the research team
  Moneylender: Ministry of Human Capacities
  Further info about research:

- 2017 - 2018, Researches for Establisment of national strategy for financial culture
  Form of participation: member of the research team
  Moneylender: National University of Public Services
  Further info about research:

Expert consultancy activities

- 2011 - 2014
  ~~OTP Fáy András Foundation, Youth's financial behaviour and the role of financial education~~
- 2011 - 2012
  HungaroControl Hungarian Air Navigation Services Pte. Ltd. Co., Marketing audit and conception of marketing
- 2012 - 2014
  HungaroControl Hungarian Air Navigation Services Pte. Ltd. Co., Marketing strategy for HungaroControl and CRDS
- 2014 - 2015
  HungaroControl Hungarian Air Navigation Services Pte. Ltd. Co., Concept for Knowledge Center of HungaroControl
- 2015 - 2016
  HungaroControl Hungarian Air Navigation Services Pte. Ltd. Co., Counselling for establishment of CSR Strategy of HungaroControl
- 2018 -
  Single Parent Families' Foundation, Business plan for development and maintenance of indoor play ground in Single Parent Centre

Contacts

Location at the university

- Building: Main Building
  Room number: 355
  Extension: 5068
  Main line:
  Fax:
  Internal fax:

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