



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 Establishment 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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