

Corvinus University of Budapest
Vice-Rector for Faculty and Research
Research Ethics Committee
H-1093 Budapest, Fővám square 8.

File number: KRH/181/2026
Administrator: Gabriella Nagy

Principal Researcher: Zsófia Cserdi

Email: zsofia.cserdi@uni-corvinus.hu
Unit: Department of Marketing Management

Project title: How WebAR virtual try-on shapes online beauty retail experiences: an exploratory study

DECLARATION

On the basis of the fully completed review questionnaire and the supporting professional documents relating to the submitted request for research ethics approval the Committee grants the request and

grants the research ethics approval for the research.
The research shall be conducted in accordance with the review questionnaire.

JUSTIFICATION

The Committee's assessment is as follows:

The attached documents such as the project plan worked out for the referred application, the declaration form designed for this purpose and fully completed by the applicant are compliant with the principles formulated in Research Ethics Policy, *and on issuing research ethics permissions*, which governs these provisions, and the planned research is in accordance with the CUB's research strategy and institution building plan.

Budapest, 05 June 2026.



Prof. Dr. Tamás Bartus
Vice Rector for Faculty and Research
Chair of the Research Ethics Committee