

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

File number: KRH/198/2026  
Administrator: Gabriella Nagy

**Principal Researcher:** Dr. Attila Mucsi

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**Unit:** Institute of Marketing and Communication Sciences, Department of Intercultural Marketing and Consumer Behaviour

**Project title:** Personality and brand attachment

### **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, 08 July 2026.

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