



DR. KÁRMEN KOVÁCS

H-7622 Pécs, Rákóczi út 80. Office 117 | 72/501-599, ext. 23186 | kovacs.karmen@ktk.pte.hu

Nationality: Hungarian

Date of birth: 13.08. 1979

Sex: female

Workplace: University of Pécs Faculty of Business and Economics (UPFBE), Department of Management Science

Job position: Associate Professor

EDUCATION AND TRAINING

Habilitation

2015

University of Pécs Faculty of Business and Economics

“Measuring science – Bibliometric knowledge, mapping the literature” accredited training

2015

Semmelweis University, Central Library

Mentor

2015

Business Coach Mentor Academy

PhD degree

2007

University of Pécs Faculty of Business and Economics, Doctoral School of Business Administration

Master’s degree in Economics

2002

University of Pécs Faculty of Business and Economics

LANGUAGE SKILLS

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C1	C1	C1	C1
German	B1	B1	B1	B1	B1

Language exams:

English business professional and general intermediate C language exams, ICC international language exam

German business professional and general intermediate C language exams

AWARDS AND ACHIEVEMENTS

Hungarian State Eötvös Scholarship (Academic year 2023/24)

Visiting Researcher at the University of Helsinki for 3 months

János Bolyai Research Scholarship of the Hungarian Academy of Sciences (Sept. 2017 – Aug. 2020)

Title of research: Behavioural economics of consumption, with a focus on time, risk and interpersonal factors

Assessment of the final research report: Outstanding

Research Scholarship of ÚNKP-16-4-III New National Excellence Program of the Ministry of Human Capacities (Academic year 2016/17)

Title of research: Behavioural economics of reference-dependent consumption

Acknowledgement for the first year as Associate Editor for Marketing Intelligence and Planning (published by Emerald) (July 2024)

WORK EXPERIENCE

Associate Professor | University of Pécs Faculty of Business and Economics

2016 – present

Associate Editor | Marketing Intelligence and Planning published by Emerald

2023 – present

Member of the Research Office | University of Pécs Faculty of Business and Economics

2023 – present

Expert | Hungarian Accreditation Committee

2021 – present

President of the Science Organisation and Library Committee of the Faculty | University of Pécs Faculty of Business and Economics

2019 – present

PhD Supervisor | University of Pécs Faculty of Business and Economics

2016 – present

Rapporteur of Faculty Publishing | University of Pécs Faculty of Business and Economics

2015 – present

Member | Plagiarism Software Expert Work Team of the Hungarian Rector's Conference

2016 – 2017

Assistant Professor | University of Pécs Faculty of Business and Economics

2008-2016

Member of the Science Organization and Library Committee of the Faculty | University of Pécs Faculty of Business and Economics

2014 – present

Leader of the Research Support Team of the Faculty | University of Pécs Faculty of Business and Economics

2010-2017

Faculty Administrator of the Research Administration System of the UP | University of Pécs Faculty of Business and Economics
2015-2017

Member of the Public Collection Committee of UP | University of Pécs Faculty of Business and Economics
2015-2018

Member of the Open Access Work Team of UP | University of Pécs Faculty of Business and Economics
2017-2018

Member of the Library Committee of the Faculty | University of Pécs Faculty of Business and Economics
2011-2014

Faculty Administrator of the Hungarian Science Bibliography | University of Pécs Faculty of Business and Economics
2010-2016

Mentor of the Mentor System of the Faculty | University of Pécs Faculty of Business and Economics
2015

Chief librarian | University of Pécs Library of the Faculties of Business and Economics and Law
2008

Librarian, economic rapporteur | University of Pécs Library of the Faculties of Business and Economics and Law
2004-2007

TEACHING EXPERIENCE

Course name	Level	Language	Course Leader (Y/N)	Own course development(Y/N)	Joint course development (Y/N)
Research Support 3 - Systematic literature survey (2023-)	PhD	English	Y	N	N
Kutatás támogatás 3 - Szisztematikus irodalomfeldolgozás (<i>Research Support 3 - Systematic literature survey</i>) (2023-)	PhD	Hungarian	Y	N	Y
Döntési módszerek (<i>Decision Methodologies</i>) (2022-)	PhD	Hungarian	N	N	Y
Viselkedési közgazdaságtan (<i>Behavioural Economics</i>) (2019, 2023-)	PhD	Hungarian	Y	Y	N
Üzleti döntések (Business Decisions) (2019–2021)	PhD	Hungarian	N	N	Y
Behavioural Economics (2017-)	PhD	English	Y	Y	N
Managerial Economics (2009-2022)	PhD	English	Y	Y	N
Tudományos kutatás és publikálás (<i>Academic Researching and Publishing</i>) (2018)	PhD	Hungarian	Y	Y	N
Vállalati kutatás (<i>Business Research</i>) (2008–2017)	PhD	Hungarian	Y	Y	N
Theories and Practice of Innovation (2023-)	MSc	English	N	N	Y
Innovation and Innovation Management (2019–2022)	MSc	English	N	N	Y
Research Methods Management (2014–2018)	MSc	English	N	N	Y
Dissertation Research I-II (és tárgyelődjei) (2009–2019)	MSc	English	Y	Y	N
Kutatómódszertan (<i>Academic Research and Writing</i>) (2009–2018)	MSc	Hungarian	Y	Y	N
Innováció és innovációmenedzsment (<i>Innovation and Innovation Management</i>) (2017)	MSc	Hungarian	N	N	Y
Vállalatgazdasági döntések megalapozása (<i>Business Decisions</i>) (2012)	MSc	Hungarian	Y	Y	N
The Art of Writing and Presenting (2019–2022)	BSc	English	Y	Y	N
Thesis – Research Methodology (2021–2022)	BSc	English	Y	Y	N
Business Economics (2010–2020)	BSc	English	Y	Y	N
Project Module I-II (2007–2021)	BSc	English	Y	Y	N

Szakedolgozat – Kutatásmódszertan (és tárgyelődjei) (<i>Thesis – Academic Researching and Writing</i>) (2006-)	BSc	Hungarian	Y	Y	N
Matematikai alapok (<i>Essentials of Mathematics</i>) (2017–2019, 2023–)	BSc	Hungarian	N	N	N
A divat gazdaságtana (<i>Fashion Economics</i>) (2011)	BSc	Hungarian	Y	Y	N

Media and professional event contribution	
Name	Date
Interview – Dobos Emese: Kiválthatja a fast fashiont a ruhák kölcsönzése? (<i>Can clothes rental replace fast fashion?</i>) HVG360°	24.09.2019.
Interview – Balogh Robert: Dolgozattól a publikációig. (<i>From thesis to publication</i>) UNIV PÉCS 14: 9 p. 2	2013

TEACHING MATERIAL

Kovács Kármén (2013): *Kutatási és publikálási kézikönyv – nem csak közgazdászoknak*. Budapest: Akadémiai Kiadó, 364 p.

Kovács Kármén (2011): Játékelmélet és stratégiai magatartás. In: Bélyácz Iván: *Stratégiai beruházások és reálopciók*. Budapest: Aula Kiadó, pp. 149-174.

Kovács Kármén (2011): A piaci szerkezet és a beruházási szint kapcsolata. In: Bélyácz Iván: *Stratégiai beruházások és reálopciók*. Budapest: Aula Kiadó, pp. 109-148.

Kovács Kármén (2010): A marketing vállalati működése. In: Katits Etelka (szerk.) *Gazdálkodási ismeretek: a pénzügyi-számviteli ügyintéző és a vállalati ügyintéző szakképesítés tankönyve, T03/2009*. Budapest: SALDO Kiadó, pp. 82-100.

Kovács Kármén (2009): *Módszertani útmutató a szakdolgozat elkészítéséhez BA-hallgatók számára*. Pécs: Pécsi Tudományegyetem Közgazdaságtudományi Kar. 20 p.

Lecture materials and other guides are available on the intranet for the own-developed courses.

RESEARCH INTEREST AND PROJECTS

Project Name	Title	Responsibilities
Behavioural Economics		The research focuses on individuals' decision anomalies and their causes, manifestations, and consequences. Consumers' decision biases are primarily investigated, considering that most decisions are intertemporal, made under uncertain circumstances, and influenced by social and interpersonal influences. How decision biases, relative consumption, and mental accounting affect individuals' financial decisions and behaviour is also relevant.

PUBLICATION HIGHLIGHTS

Kovács, Kármén | 2024 | *Journal of Consumer Marketing*, 41: 2 pp. 213-225. <https://doi.org/10.1108/JCM-06-2023-6099>

THE IMPACT OF FINANCIAL AND BEHAVIOURAL SUNK COSTS ON CONSUMERS' CHOICES

Kovács, Kármén | 2021 | *International Journal of Social Economics*, 48: 10 pp. 1408-1422. <https://doi.org/10.1108/IJSE-01-2020-0022>

CONSUMER EXPENDITURE WHEN POSITIONAL CONCERNS MATTER

Kovács, Kármén | 2015 | *Metroeconomica: International Review of Economics*, 66: 3 pp. 375-396.

<https://doi.org/10.1111/meca.12073>

THE EFFECTS AND CONSEQUENCES OF SIMULTANEOUSLY ARISING DIFFERENT NETWORK EXTERNALITIES ON THE DEMAND FOR STATUS GOODS

The detailed list of publications is available in the Hungarian Scientific Bibliography at:

[Publications in MTMT and ORCID](#)

FURTHER SKILLS AND COMPETENCIES

Peer review for Behavioral Economics Guide, International Journal of Social Economics, Journal of Fashion Marketing and Management, PLOS ONE, and the Hungarian Journal of Marketing and Menedzsment

International experience

University of Helsinki (Helsinki, Finland), Visiting Researcher – Hungarian State Eötvös Scholarship (2024, 3 months)

Washington State University, Carson College of Business (Pullman, WA, USA) – Visiting Scholar Program of the FBE, UP (2019, 1 month)

Arnhem Business School (Arnhem, Netherlands) – Erasmus program (2018, 1 week)

University of Zagreb, Faculty of Organization and Informatics (Varazdin, Croatia) - Erasmus program (2015, 1 week)

Partium Christian University, Faculty of Economics and Social Sciences (Oradea, Romania) - (2015, 1 week)

Babes-Bolyai University, Faculty of Political, Administrative and Communication Sciences (Cluj-Napoca, Romania) – (2014, 1 week)

Upper Austria University of Applied Sciences, Steyr Campus (Steyr, Austria) – Erasmus program (2011, 1 week)

University of Applied Sciences Wiener Neustadt (Austria) - Erasmus program (2010, 1 week)

Kajaani University of Applied Sciences (Kajaani, Finland) - Erasmus program (2008, 1 week)

Kajaani University of Applied Sciences (Kajaani, Finland) - (2007, 1 week)

Babes-Bolyai University, Faculty of Economics and Business Administration (Cluj-Napoca, Romania) – (2005, 1 week)

Ohio University, College of Business (Athens, OH, USA) – (2005, 3 months)