



Europass Curriculum Vitae



Personal information

First name(s) / Surname(s)	Kármén KOVÁCS
Address(es)	University of Pécs, Faculty of Business and Economics Rákóczi street 80, 7622, Pécs, Hungary
Telephone(s)	+36 72 501 599
E-mail	kovacs.karmen@tkk.pte.hu
Nationality	Hungarian
Date of birth	1979
Gender	Female

Work experience

Dates	2016-
Occupation or position held	Associate Professor (PhD, habil.)

Main activities and responsibilities	<p>Teaching Thesis Research Methodology, Academic Researching and Writing, Business Economics, Managerial Economics, Behavioural Economics, Innovation and Innovation Management, Basic Mathematics</p> <p>Researching in the field of Behavioural Economics</p> <p>János Bolyai Research Fellowship from the Hungarian Academy of Sciences (2017-2020), assessment of the final research report: outstanding Research Fellowship from the New National Excellence Program of the Ministry of Human Capacities (Sept. 2016/June 2017), assessment of the final research report: excellent</p> <p>Associate Editor of the journal Marketing Intelligence and Planning (June 2023-)</p> <p>Participating in science organisation President of the Science Organisation and Library Committee of the Faculty (2019-) Member of the Research Office of the Faculty (2023-) Member of the Public Collection Committee of UP (2015-2018) Member of the Open Access Work Team of UP (2017-2018) Member of the Plagiarism Software Expert Work Team of the Hungarian Rector's Conference (2017-2018) PhD supervisor (2016-) Rapporteur of Faculty Publishing (2015-)</p>
Name and address of employer	University of Pécs, Faculty of Business and Economics, Rákóczi Street 80., 7622 Pécs, Hungary
Type of business or sector	Higher education
Dates	2008-2016
Occupation or position held	Assistant Professor
Main activities and responsibilities	<p>Teaching Research Methods, Academic Researching and Writing, Business Economics, Managerial Economics</p> <p>Researching in the field of Business Economics and Behavioural Economics</p> <p>Member of the Science Organisation and Library Committee of the Faculty (2014-) Leader of the Research Support Team of the Faculty (2010-2017) Administrator of the Collection of Hungarian Scientific Publications in the Faculty (2010-2016) Administrator of the Researching Administration System in the Faculty (2015-2017)</p>
Name and address of employer	University of Pécs, Faculty of Business and Economics, Rákóczi Street 80., 7622 Pécs, Hungary
Type of business or sector	Higher education
Dates	2004-2008
Occupation or position held	<p>Chief librarian (2008)</p> <p>Economist executive, librarian (2004 - 2008)</p>
Main activities and responsibilities	<p>Cooperating with the Faculty of Business and Economics, professional information providing and research support for teachers, researchers and students, managing and developing English and Hungarian language e-databases, book collection forming, subject heading</p> <p>Contact person to the World Bank</p>
Name and address of employer	Library of the Faculties of Business and Economics and Law, University of Pécs, Rákóczi Street 80., 7622 Pécs, Hungary
Type of business or sector	Higher education

Teaching/working/scientific activity abroad

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)

Conference participation as a presenter in Hungary, Czech Republic, Finland, France, Romania, and Spain.

Peer Review for Journals

International Journal of Social Economics
PLOS ONE
Marketing & Menedzsment (The Hungarian Journal of Marketing and Management)

Education and training

Dates	2015
Title of qualification awarded	Habilitation (Economics)
Name and type of organisation providing	Faculty of Business and Economics, University of Pécs (Hungary)
Dates	2015
Title of qualification awarded	Certificate
Principal subjects/occupational skills covered	Scientometrics
Name and type of organisation providing education and training	Semmelweis University, Library (Budapest, Hungary)
Dates	2002 - 2007

Title of qualification awarded | PhD (Economics, summa cum laude)

Principal subjects/occupational skills covered | Thesis Title: The Consumption of Fashion Products and the Emotional and Rational Movers of the Fashion Diffusion

Name and type of organisation providing education and training | Doctoral School of Business Administration, Faculty of Business and Economics, University of Pécs, Rákóczi Street 80., 7622 Pécs, Hungary

Level in national or international classification

Dates | 1997-2002

Title of qualification awarded | M.Sc.

Principal subjects/occupational skills covered | Economist

Name and type of organisation providing education and training | Faculty of Business and Economics, University of Pécs, Rákóczi Street 80., 7622 Pécs, Hungary

Level in national or international classification

Personal skills and competences

Mother tongue(s) | **Hungarian**

Other language(s)

Self-assessment

European level ()*

English

German

	Understanding		Speaking		Writing
	Listening	Reading	Spoken interaction	Spoken production	
English	C1	C2	C1	C2	C2
German	B1	B2	B1	B1	B1

(*) [Common European Framework of Reference for Languages](#)

Courses taught

Guide for researching and writing a dissertation (in Hungarian and in English) (BA, MA, PhD) (2006-)

Academic researching and writing (in Hungarian and in English) (BA, MA, PhD) (2006-)

Research Methods Management (in English) (MA) (2014-2018)

Business economics (in Hungarian and in English) (BA) (2009-2020)

Managerial Economics (in English) (PhD) (2009-2022)

Behavioural economics (in English) (PhD) (2017-)

Innovation and Innovation Management (in Hungarian and in English) (MA) (2017-)

Basic Mathematics (in Hungarian) (BA) (2017-2019, 2023-)

Organisational skills and competences

Experience and skills of organising and conducting research

List of selected publications

Kovács Kármén (2021) Consumer Expenditure when Positional Concerns Matter. *International Journal of Social Economics* 48(10) pp. 1408–1422.

Kovács Kármén (2020) Relative Consumption with Multiple Reference Points under Uncertainty. *Economics and Sociology* 13(4) pp. 61–80.

Kovács Kármén (2019) A Dynamic Model for Investigating Consumer Utility Derived from Status Goods. *Economic and Business Review* 21(1) pp. 57–78.

Kovács Kármén (2018) Modelling Conspicuous Consumption with Its Possible Interpersonal Reactions by Behavioural Game Theory. *International Journal of Economics and Management* 12(2) pp. 657–669.

Kovács Kármén (2016) The Macroeconomic Relations of Advertising Expenditure: An Analysis of Central and Eastern European Countries. *Studia Universitatis Babeş-Bolyai Oeconomica* 61(1) pp. 3-23.

Kovács Kármén (2015) The Effects and Consequences of Simultaneously Arising Different Network Externalities on the Demand for Status Goods. *Metroeconomica: International Review of Economics* 66(3) pp. 375-396.

Kovács Kármén (2011) Sustainability of Advertising Expenditures and its Relations to Market Structure. *Regional And Business Studies* 3(1) pp. 409-419.

Full publication list

https://m2.mtmt.hu/api/publication?cond=published;eq:true&cond=core;eq:true&cond=authors.mtid;eq:10015232&sort=publishedYear.desc&sort=firstAuthor.asc&page=1&size=20&fields=template&labelLang=enq&cite_type=2