



Europass Curriculum Vitae

Personal information

First name(s) / Surname(s) **Kármén Kovács**

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Nationality Hungarian

Date of birth 1979

Gender Female

Work experience

Dates 2016-

Occupation or position held Associate Professor (habil.)

Main activities and responsibilities Teaching Mathematics, Research Methods, Academic researching and writing, Business Economics and Behavioural Economics
Researching in the field of Behavioural Economics
János Bolyai Research Fellowship from the Hungarian Academy of Sciences (2017-2020)
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
PhD supervisor
Participating in science organization
Member of the Librarian and Scientific Committee of the Faculty of Business and Economics, UP
Member of the Public Collection Committee of UP
Member of the Open Access Work Team of UP
Member of the Plagiarism Software Expert Work Team of the Hungarian Rector's Conference

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 Teaching Research Methods, Academic researching and writing and Business Economics
Researching in the field of Business Economics and Behavioural Economics
Manager of the Research Support Team in the Faculty of Business and Economics, UP
Administrator of the Collection of Hungarian Scientific Publications in the Faculty of Business and Economics, UP

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	Chief librarian (2008) Economist executive (2004 - 2008)
Main activities and responsibilities	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 Contact person of World Bank
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

Education and training

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	
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	

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](http://europa.europa.eu/education/languages/framework/index_en.htm)

Courses taught	<p>Guide for researching and writing a dissertation (in Hungarian and in English) (BA, MA, PhD)</p> <p>Academic researching and writing (in Hungarian and in English) (BA, MA, PhD)</p> <p>Business economics (in Hungarian and in English) (BA, MA, PhD)</p> <p>Behavioural economics (in English) (PhD)</p> <p>Mathematics (in Hungarian) (BA)</p>
Organisational skills and competences	<p>Experience and skills of organizing and conducting research</p>
Computer skills and competences	<p>Microsoft Office™ (Word, ExcelPowerPoint), SPSS</p>
List of selected publication	<p>Kovács Kármén (2016): The Macroeconomic Relations of Advertising Expenditure: An Analysis of Central and Eastern European Countries. <i>Studia Universitatis Babes-Bolyai Oeconomica</i> 61:(1) pp. 3-23.</p> <p>Kovács Kármén (2015): The Effects and Consequences of Simultaneously Arising Different Network Externalities on the Demand for Status Goods. <i>Metroeconomica: International Review of Economics</i> 66:(3) pp. 375-396.</p> <p>Kovács Kármén (2011): Sustainability of Advertising Expenditures and its Relations to Market Structure. <i>Regional And Business Studies</i> 3:(1) pp. 409-419.</p> <p>Kovács Kármén (2010): Differences in the Levels of Advertising Expenditure in European Countries. In: "Culture of Business – Capital of Culture" E-book – Proceedings of the international conference held between 15 and 17 October 2009, Pécs: Faculty of Business and Economics, University of Pécs. pp. 205-218.</p> <p>Bélyácz Iván – Kovács Kármén (2010): Intrinsic Value: the Centre around which an Asset's Market Value Revolves. <i>Development and Finance</i>, No. 2. pp. 3-13.</p> <p>Kovács Kármén (2008): The Methods of Financial Valuation of Brands. CD of International Conference on Business and Economy (ICBE): Accounting and Finance, 6-8 Nov 2008, Constantza, Romania, Conference Proceedings (ed. Claudiu Chiru et al.), pp. 277-286.</p> <p>Kovács Kármén (2008): Teaching of the Library Users in the Library of the University of Pécs. In: Information Literacy and its Role in the Learning Process. (ed. Karjalainen, R-L., Salomäki, I.) 2008, Kajaani, FI: Kajaanin ammattikorkeakoulu, pp. 169-178.</p> <p>Kovács Kármén (2006): New Fashion Products as a Special Type of Product Innovation. In: Business Sciences: Symposium for Young Researchers, Feast of Hungarian Science 2006, Budapest Tech, Keleti Károly Faculty of Economics pp. 91-100.</p> <p>Kovács Kármén (2005): Brand Strategies in the European Market. In: The Proceedings of the International Conference: The Impact of European Integration on the National Economy. October 28-29, 2005, Cluj-Napoca, Romania. Marketing / ed. by Cristian Dabija. Cluj-Napoca: Risoprint. pp.178 - 187.</p> <p>Full publication list https://vm.mtmt.hu/search/slist.php?lang=0&top10=0&AuthorID=10015232 </p>