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Taboo-busting in marketing

The Interdisciplinary Symposium on Consumption at the Faculty of Business and Economics, which was opened by Dr. András Takács, Dean of the Faculty and Dr. Krisztián Szűcs, Director of the Institute of Marketing and Tourism of the UP, on 10th November in the Halasy-Nagy József Hall, always reflects on the latest phenomena.

The event included several presentations that were built around decades-old, if not centuries-old taboos, or that tackled questions that are "not appropriate" to ask - such as the one Dr. Mária Törőcsik talked about, how to conduct research in today's post-covid world. We have highlighted three of the topics in a non-exhaustive list, but as the presentations were also available online, the recording will be available on the website of the Faculty - it's worth taking a look!