MARTON VARGA

Causal Inference ◇ Structural Modeling ◇ Machine Learning ◇ User-Generated Content ◇ Pricing

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EMPLOYMENT

Assistant Professor of Marketing – Bocconi University	2021 -
Research Associate – Department of Economics, INSEAD	2013 - 2015
Junior Analyst – Budapest Institute for Policy Analysis	2012 - 2013

EDUCATION

Sorbonne University 2022
PhD in Management

INSEAD 2021
PhD in Marketing (with Distinction)

Tilburg University 2016
Visiting PhD Student

Nova SBE 2012
MSc in Economics (top 2% GPA)

Corvinus University of Budapest 2010
BA and MA in Economics (with Highest Honors)

Istvan Szechenyi College 2010
Major in Public Economics

PUBLICATIONS

Peer-reviewed journals

M Varga, P Albuquerque (2023): The Impact of Negative Reviews on Online Search and Purchase Decisions. *Journal of Marketing Research*, Forthcoming.
- *2021 Robert D. Buzzell Marketing Science Institute Best Paper Award*

P Elek, B Varadi, M Varga (2015): Effects of Geographical Accessibility on the Use of Outpatient Care Services: Quasi-Experimental Evidence from Panel Count Data. *Health Economics*, 24(9).

M Varga (2014): The Effect of Education, Family Size, Unemployment and Childcare Availability on Birth Stopping and Timing. *Portuguese Economic Journal*, 13(2).

WORKING PAPERS

M Varga, V Astvansh, A Borah: How Does a Product's Recall Impact Its Retailer-Set Price?
- *Under review*

M Varga, A Borah: Fear and Fallouts due to a Global Pandemic — The Case of Rising Prices
- *Under review*

P Albuquerque, A Tusche, M Varga, N Gier, A Denisova, B Weber, H Plassmann: Does fMRI Data Improve Predictions of Product Adoption by Store Managers and Sales to Consumers?[1]
- *In preparation for submission to Journal of Marketing Research*

WORK IN PROGRESS

M Varga, P Albuquerque, N Bertani: The Value of Product Attribute Information and Review Ratings in Online Consumer Search
- *Target journal: Marketing Science*

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[1]Lead authors listed in alphabetical order.

TEACHING

Causal Inference for Marketing Policies (Course Director. MSc, Bocconi University)	2022-
Strategic Marketing & Analytics (Lecturer. MSc, Bocconi University)	2022-
Multivariate Analysis (Guest lecturer. PhD, INSEAD)	2021
Prices & Markets (Tutor. MBA, INSEAD)	2018
Econometrics B (Tutor. PhD, INSEAD)	2018
Empirical Marketing Research (Lecturer. MA, Szechenyi College)	2017
Macroeconomics (Tutor. BA, Corvinus University)	2010
Development Economics (Tutor. BA, Eotvos L. University)	2010

INVITED TALKS AND CONFERENCES

EMAC Annual Conference 2023. *Odense*	2023
Católica Lisbon School of Business & Economics	2023
Pontifical Catholic University of Chile	2022
EMAC Annual Conference 2021. *ESIC Business & Marketing School*	2021
Consumer Search Digital Seminar Series — Job Market Jam Session.	2020
42th Annual ISMS Marketing Science Conference. *Duke University*	2018
10th Workshop on Consumer Search and Switching Cost. *UCLA*	2019
40th Annual ISMS Marketing Science Conference. *Temple University*	2018
Transatlantic Doctoral Conference. *London Business School*	2018
39th HEC-ESSEC-INSEAD Research Seminar. *HEC Paris*	2018
8th Workshop on Consumer Search and Switching Cost. *University of Vienna*	2017
Wharton Customer Analytics Initiative Symposium. *University of Pennsylvania*	2016
7th Conference on Portuguese Economic Development. *Bank of Portugal*	2014

HONORS & AWARDS

Robert D. Buzzell MSI Best Paper Award	2021
○ *awarded to authors of working papers with the most significant contribution to marketing*	
Pro Universitate Award for Scientific Achievement	2010
○ *awarded to the best 3 graduating students at Corvinus University*	
2nd prize and special prize at National Students' Science Conference	2009
○ *for essays in Political Economy and Agricultural Economics*	
Award of Skala-Coop Ltd.	2008
○ *awarded to the best 3 students in each grade at Corvinus University*	
Scholarship of the Republic of Hungary	2008 & 2007
○ *awarded to the top 1% of students at all Hungarian universities*	
Best Student of High School	2005
○ *awarded to one graduating student at Gyula Illyes High School*	
Gold Medal at National Squash Student Olympics	2000

SOFTWARE

R, MATLAB, Stata, LaTeX

Last updated: September 17, 2023