

# MARTON VARGA

Bocconi University ◊ Department of Marketing  
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## EMPLOYMENT

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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

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<b>INSEAD</b> PhD in Marketing (with Distinction)	2015 - 2021
<b>Nova SBE</b> MSc in Economics (top 2% GPA)	2010 - 2012
<b>Corvinus University of Budapest</b> BA and MA in Economics (with Highest Honors)	2005 - 2010
<b>Tilburg University</b> Courses in Economics and Operations Research	2016 & 2008
<b>Istvan Szechenyi College</b> Major in Public Economics	2006 - 2010

## PUBLICATIONS

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### Peer-reviewed journals

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).

### Other outlets

A Williams, A Boustati, D Ezer, D Arenas, JH de Wiljes, M Chang, M Varga, M Groves, R Drikvandi, T Ceritli (2018): CodeCheck: How Do our Food Choices Affect Climate Change? *The Alan Turing Institute*

## WORKING PAPERS

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M Varga, P Albuquerque: Measuring the Impact of a Single Negative Customer Review on Online Search and Purchase Decisions (3<sup>rd</sup> round at *Journal of Marketing Research*)

M Varga, L Deer, A Borah: Pandemic Pandemonium in Car Prices during the COVID-19 Outbreak (under review)

M Varga, P Albuquerque: The Value of Product Attribute Information and Review Ratings in Online Consumer Search

M Varga, A Tusche, N Gier, P Albuquerque, B Weber, H Plassmann: Predicting Sales of New Consumer Packaged Products with fMRI, Survey, and Market Data

V Astvansh, M Varga, B Duffek, A Borah: Effect of a Product Recall on the Price of the Recalled Product: A Contingency View

## TEACHING

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<i>Multivariate Analysis</i> (Guest lecturer. PhD, INSEAD)	2021
<i>Prices &amp; Markets</i> (Tutor. MBA, INSEAD)	2018
<i>Econometrics B</i> (Tutor. PhD, INSEAD)	2018
<i>Empirical Marketing Research</i> (Lecturer. MA, Szechenyi I. College)	2017
<i>Macroeconomics</i> (Tutor. BA, Corvinus University)	2010
<i>Development Economics</i> (Tutor. BA, Eotvos L. University)	2010

## PRESENTATIONS

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Consumer Search Digital Seminar Series — Job Market Jam Session. <i>Zoom</i>	2020
42 <sup>th</sup> Annual ISMS Marketing Science Conference. <i>Duke University</i>	2018
10 <sup>th</sup> Workshop on Consumer Search and Switching Cost. <i>UCLA</i>	2019
40 <sup>th</sup> Annual ISMS Marketing Science Conference. <i>Temple University</i>	2018
Transatlantic Doctoral Conference. <i>London Business School</i>	2018
39 <sup>th</sup> HEC-ESSEC-INSEAD Research Seminar. <i>HEC</i>	2018
8 <sup>th</sup> Workshop on Consumer Search and Switching Cost. <i>University of Vienna</i>	2017
Wharton Customer Analytics Initiative Symposium. <i>University of Pennsylvania</i>	2016
7 <sup>th</sup> Conference on Portuguese Economic Development. <i>Bank of Portugal</i>	2014

## HONORS & AWARDS

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Pro Universitate Award for Scientific Achievement ( <i>awarded to the best 3 graduating students at Corvinus University</i> )	2010
2 <sup>nd</sup> prize and special prize at National Students' Science Conference ( <i>for essays in Political Economy and Agricultural Economics</i> )	2009
Award of Skala-Coop Ltd. ( <i>awarded to the best 3 students in each grade at Corvinus University</i> )	2008
Scholarship of the Republic of Hungary ( <i>awarded to the top 1% of students at all Hungarian universities</i> )	2008 & 2007
Gold Medal at National Squash Student Olympics	2000

## COMPUTER

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R, MATLAB, Stata, LaTeX

*Last updated: September 10, 2021*