

# MARTON VARGA

Causal Inference ◊ Machine Learning ◊ User-Generated Content ◊ Pricing ◊ Platform Analytics

marton.varga@unibocconi.it

## 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>Sorbonne University</b> PhD in Management	2022
<b>INSEAD</b> PhD in Marketing (with Distinction)	2021
<b>Tilburg University</b> Visiting PhD Student	2016
<b>Nova SBE</b> MSc in Economics (top 2% GPA)	2012
<b>Corvinus University of Budapest</b> BA and MA in Economics (with Highest Honors)	2010
<b>Istvan Szechenyi College</b> Major in Public Economics	2010

## PUBLICATIONS

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- M Varga, P Albuquerque (2023): The Impact of Negative Reviews on Online Search and Purchase Decisions. *Journal of Marketing Research*, 61(5). (Lead article)
- 2021 Robert D. Buzzell Marketing Science Institute Best Paper Award
  - listed in SSRN's Top 10 downloads for the Marketing Science eJournal category
- 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).
- selected for the "Microeconometrics" (2002-) collection in recognition of impact, and lasting value

## WORKING PAPERS

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- P Albuquerque, A Tusche, M Varga, N Gier, B Weber, H Plassmann: Do fMRI Data Improve Predictions of Product Adoption by Store Managers and Sales per Store of Consumer Packaged Goods?
- conditionally accepted at *Journal of Marketing Research*
- M Varga, V Astvansh, C Hotz-Behofsits, A Borah: How Does a Product's Recall Impact Its Retailer-Set Price?
- revise and resubmit at *Management Science*
- M Varga, S Chang, S Valentini: When Platforms Award Sellers: Evidence on Sellers' Pricing, Assortment, and Off-Platform Behavior
- under review at *Journal of Marketing*
- M Varga, V Astvansh, A Borah: Mortality Salience's Effects on a Retailer's Product Prices and Portfolio Width
- K Pauwels et al.: Meta-Scientific Research in Marketing: Understanding the Impact of Researcher Choices
- invited submission to *International Journal of Research in Marketing*

## WORK IN PROGRESS

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

S Chang, M Varga: Do Product Videos Boost Sales? Evidence on Product Heterogeneity and AI-Driven Video Features

E Gu, M Varga, H Yoon: Encouraging Ethical Behavior: Evidence from Laboratory and Field Experiments

## TEACHING

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<i>Machine Learning and Causal Inference for Research</i> (Director. PhD, Bocconi)	2025-
<i>Machine Learning and Causal Inference for Marketing Decisions</i> (Director. MSc, Bocconi)	2021-
<i>Strategic Marketing &amp; Analytics</i> (Lecturer. MSc, Bocconi)	2021-
<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 College)	2017
<i>Macroeconomics</i> (Tutor. BA, Corvinus University)	2010
<i>Development Economics</i> (Tutor. BA, Eotvos L. University)	2010

## TALKS

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Vienna University of Economics and Business	2025
Customer Journeys In a Digital World Conference 2025. <i>Groningen</i>	2025
EMAC Annual Conference 2024. <i>Bucharest</i>	2024
EMAC Annual Conference 2023. <i>Odense</i>	2023
Católica Lisbon School of Business & Economics	2023
Pontifical Catholic University of Chile	2022
EMAC Annual Conference 2021. <i>ESIC Business &amp; Marketing School</i>	2021
Consumer Search Digital Seminar Series — Job Market Jam Session.	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 Paris</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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Bocconi Junior Researchers' Grant	2023
◦ <i>awarded to the best research proposals at Bocconi university</i>	
Robert D. Buzzell MSI Best Paper Award	2021
◦ <i>awarded to authors of working papers with the most significant contribution to marketing</i>	
Pro Universitate Award for Scientific Achievement	2010
◦ <i>awarded to the best 3 graduating students at Corvinus University</i>	
2 <sup>nd</sup> prize and special prize at National Students' Science Conference	2009
◦ <i>for essays in Political Economy and Agricultural Economics</i>	
Award of Skala-Coop Ltd.	2008
◦ <i>awarded to the best 3 students in each grade at Corvinus University</i>	
Scholarship of the Republic of Hungary	2008 & 2007
◦ <i>awarded to the top 1% of students at all Hungarian universities</i>	
Best Student of High School	2005

◦ *awarded to one graduating student at Gyula Illyes High School*  
Gold Medal at National Squash Student Olympics

2000

## **ACADEMIC SERVICE**

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*Reviewer:* Journal of Marketing Research, Journal of Interactive Marketing, Electronic Commerce Research

## **SOFTWARE**

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R, Stata, MATLAB, LaTeX

*Last updated: February 7, 2026*