

# MARTON VARGA

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

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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>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 (2024): 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: Awarded by the Platform: How Status Recognition Changes Seller Strategy

- under review at *Journal of Marketing*

M Varga, V Astvansh, A Borah: COVID-19 Mortality and Used-Car Prices

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\*The indicated authors contributed equally and are listed in alphabetical order.

## 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
- M Varga, E Gu, H Yoon: Encouraging Ethical Behavior: Evidence from a Field Experiment

## TEACHING

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- Machine Learning and Causal Inference for Research* (Director. PhD, Bocconi) 2025-
- Machine Learning and Causal Inference for Marketing Decisions* (Director. MSc, Bocconi) 2021-
- Strategic Marketing & Analytics* (Lecturer. MSc, Bocconi) 2021-
- 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

## TALKS

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- Vienna University of Economics and Business 2025
- Customer Journeys In a Digital World Conference 2025. *Groningen* 2025
- EMAC Annual Conference 2024. *Bucharest* 2024
- 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
- 42<sup>th</sup> Annual ISMS Marketing Science Conference. *Duke University* 2018
- 10<sup>th</sup> Workshop on Consumer Search and Switching Cost. *UCLA* 2019
- 40<sup>th</sup> Annual ISMS Marketing Science Conference. *Temple University* 2018
- Transatlantic Doctoral Conference. *London Business School* 2018
- 39<sup>th</sup> HEC-ESSEC-INSEAD Research Seminar. *HEC Paris* 2018
- 8<sup>th</sup> Workshop on Consumer Search and Switching Cost. *University of Vienna* 2017
- Wharton Customer Analytics Initiative Symposium. *University of Pennsylvania* 2016
- 7<sup>th</sup> Conference on Portuguese Economic Development. *Bank of Portugal* 2014

## HONORS & AWARDS

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- Bocconi Junior Researchers' Grant 2023  
 ◦ awarded to the best research proposals at Bocconi university
- 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
- 2<sup>nd</sup> 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

## **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 27, 2026*