

MARTON VARGA

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

marton.varga@unibocconi.it

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

PUBLICATIONS

P Albuquerque*, A Tusche*, M Varga*, N Gier, B Weber, H Plassmann (2026): Do fMRI Data Improve Predictions of Product Adoption by Store Managers and Sales per Store of Consumer Packaged Goods? *Journal of Marketing Research* (forthcoming)

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

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

M Varga, V Astvansh, A Borah: Mortality Salience's Effects on a Retailer's Product Prices and Portfolio Width

*Equal contribution; authors are listed in alphabetical order.

Koll et al.: How Researchers' Analytical Decisions Impact Brand Price Elasticity Estimates: Insights from a Many-Analyst Study

◦ invited submission to *International Journal of Research in Marketing*

WORK IN PROGRESS

S Chang, M Varga: Seeing is Selling? The Impact of Product Videos and AI Voiceovers on E-commerce Sales

K Karimipour, M Varga, A Ordanini: The Effects of Expanding Advertising Categories: The Case of a Mobile Game Publisher

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

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

TEACHING

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

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

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

Innovation in Teaching Award 2026

◦ awarded for innovation in course design at Bocconi University

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 nd 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>highly selective national scholarship awarded for academic excellence</i>	
Best Student of High School	2005
◦ <i>awarded to one graduating student at Gyula Illyés High School</i>	
Gold Medal at National Squash Student Olympics	2000

ACADEMIC SERVICE

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

SOFTWARE

R, Stata, MATLAB, LaTeX

Last updated: June 1, 2026