

MARTON VARGA

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

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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 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: When Platforms Award Sellers: Evidence on Sellers' Pricing, Assortment, and Off-Platform Behavior
- 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

◦ data collection completed; initial analysis completed

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

◦ data collection completed; initial analysis completed

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

◦ data collection completed; modeling approach under development

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

◦ data collection completed; initial analysis completed

S. Chang, C. Hotz-Behofsits, M. Varga, N. Wlömert: Border Policy Beyond the Border: How Low-Value Import Duties Affect Digital Fashion Markets

◦ data collection in progress

M. Varga, M. Beichert: Communicating Success: Sporting Performance and Social Media Growth in Professional Tennis

◦ data collection in progress

TEACHING

<i>Machine Learning and Causal Inference for Research</i> (Director. PhD, Bocconi)	2026-
<i>Machine Learning and Causal Inference for Marketing Decisions</i> (Director. MSc, Bocconi)	2022-
<i>Strategic Marketing & Analytics</i> (Lecturer. MSc, Bocconi)	2022-
<i>Multivariate Analysis</i> (Guest lecturer. PhD, INSEAD)	2021
<i>Prices & 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

EMAC Annual Conference 2026. <i>Bath</i>	2026
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 & Marketing School</i>	2021
Consumer Search Digital Seminar Series — Job Market Jam Session.	2020
42 th Annual ISMS Marketing Science Conference. <i>Duke University</i>	2018
10 th Workshop on Consumer Search and Switching Cost. <i>UCLA</i>	2019
40 th Annual ISMS Marketing Science Conference. <i>Temple University</i>	2018
Transatlantic Doctoral Conference. <i>London Business School</i>	2018
39 th HEC-ESSEC-INSEAD Research Seminar. <i>HEC Paris</i>	2018
8 th 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 th Conference on Portuguese Economic Development. <i>Bank of Portugal</i>	2014

HONORS & AWARDS

Innovation in Teaching Award	2026
◦ <i>awarded for innovation in course design at Bocconi University</i>	
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 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

Ad-hoc reviewer: Journal of Marketing Research, Journal of Interactive Marketing, Electronic Commerce Research

SOFTWARE

R, Stata, MATLAB, LaTeX

Last updated: July 11, 2026