

# MARTON VARGA

PhD Candidate ◊ INSEAD ◊ Fontainebleau

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## EDUCATION

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<b>INSEAD</b> PhD in Marketing	<i>2015 - present</i>
<b>Nova SBE</b> MSc in Economics (top 2%)	<i>2010 - 2012</i>
<b>Corvinus University of Budapest</b> BA and MA in Economics (with highest honors)	<i>2005 - 2010</i>
<b>Tilburg University</b> Courses in Economics and Operations Research	<i>2016 &amp; 2008</i>
<b>Istvan Szechenyi College</b> Major in Public Economics	<i>2006 - 2010</i>

## WORKING PAPERS

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M Varga and P Albuquerque: Measuring the Impact of a Single Negative Consumer Review on Online Search and Purchase Decisions. (in preparation for submission)

M Varga and P Albuquerque: Online Demand under Limited Consumer Search and Limited Review Reading.

## PUBLICATIONS

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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).

## WORK IN PROGRESS

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M Varga, P Albuquerque, A Tusche & H Plassmann: Neuroimaging Meets Econometrics - A Data Fusion Approach to Predict New Product Success. (preliminary analysis completed)

## EXPERIENCE

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### Lecturing

*Empirical Marketing Research* (MA, I. Szechenyi College) 2017

### Tutoring

*Prices & Markets* (MBA, INSEAD) 2018

*Econometrics B* (PhD, INSEAD) 2018

*Macroeconomics* (BA, U. Corvinus) 2010

*Development Economics* (BA, Eotvos U.) 2010

### Research

*Research Associate* (Dep. Economics, INSEAD) 2013-2015

*Visiting Researcher* (Dep. Social Policy, J. Kepler U) 2013

*Junior Analyst* (Budapest Institute) 2012-2013

## PRESENTATION AND WORKSHOPS

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### Presentations

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 U.</i>	2018
Transatlantic Doctoral Conference. <i>LBS</i>	2018
8 <sup>th</sup> Workshop on Consumer Search and Switching Cost. <i>U. Vienna</i>	2017
Wharton Customer Analytics Initiative Symposium. <i>UPenn</i>	2016
7 <sup>th</sup> Conference on Portuguese Economic Development. <i>Bank of Portugal</i>	2014
Impact of Day-Care Services in Visegrad Countries. <i>Corvinus U.</i>	2012

### Workshops

AMA Sheth Foundation Doctoral Consortium. <i>NYU</i>	2019
Data Science Study Group. <i>Alan Turing Institute</i>	2017
Analytics for Business Decisions - Big Data & Microsoft Azure. <i>HEC</i>	2017

## AWARDS

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### Corvinus University of Budapest

Pro Universitate Award for Scientific Achievement ( <i>Awarded to the best 3 graduating students</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 annually to the best 3 students in each grade</i> )	2008
Scholarship of the Republic of Hungary ( <i>Awarded annually to the top 1% of students at all Hungarian universities</i> )	2008 & 2007

### Extracurricular

Gold Medal at National Squash Student Olympics	2000
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## COMPUTER SKILLS

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R, MATLAB, Stata, LaTeX

## SELECTED COURSEWORK

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Course Title	Faculty (Affiliation at time)
Numerical Methods	Ulrich Doraszelski (Wharton)
Empirical Industrial Organizations	Bart Bronnenberg (Tilburg)
Recent Advances in Marketing Research	Greg Allenby (Ohio State)
Econometric Models in Marketing	Paulo Albuquerque (INSEAD)
Quantitative Methods and Marketing Topics	Paulo Albuquerque (INSEAD)
Analytical Modeling in Marketing	Paulo Albuquerque (INSEAD)
Microeconometrics	Christopher Conlon (Columbia)
Optimization	Juan Vera (Tilburg)
Consumer Behavior	Monica Wadhwa (INSEAD)

## PHD COMMITTEE

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Paulo Albuquerque (Chair)	Associate Professor of Marketing, INSEAD
Maria Ana Vitorino	Associate Professor of Marketing, INSEAD
Hilke Plassmann	Professor of Decision Neuroscience, INSEAD
Ulrich Doraszelski	Professor of Economics, Wharton