

Marton Varga

Assistant Professor



Knowledge Group: Marketing

Research Domains: Marketing Management

Teaching Domains:

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Biography

Marton Varga is an Assistant Professor in the Department of Marketing at Bocconi University. His research lies at the intersection of quantitative marketing, behavioral economics, and data analytics, with a particular focus on consumer decision-making processes and the influence of user-generated digital content on market dynamics.

He earned his PhD in Marketing from INSEAD, following academic and professional experiences in public policy and studies in Budapest and Lisbon. His scholarly work combines empirical and experimental approaches, aiming to better understand and model real-world consumer behavior.

His main research areas include the analysis of online search and purchase behavior, the use of neuroscientific data (fMRI) to predict new product success, the impact of the pandemic on the automotive market, and the effects of product recalls on the value of used goods.

His research has been presented at international conferences and published in leading academic journals, including the Journal of Marketing Research. At Bocconi University, he currently teaches the courses Strategic Marketing and Analytics (Web Analytics) and Machine Learning and Causal Inference for Marketing Decisions.

Articles in Scholarly Journals

The Impact of Negative Reviews on Online Search and Purchase Decisions

VARGA, M., P. ALBUQUERQUE, "The Impact of Negative Reviews on Online Search and Purchase Decisions", Journal of Marketing Research, 2024, vol. 61, no. 5, pp. 803-820

Effects of Geographical Accessibility on the Use of Outpatient Care Services: Quasi-Experimental Evidence from Panel Count Data

ELEK, P., B. VÁRADI, M. VARGA, "Effects of Geographical Accessibility on the Use of Outpatient Care Services: Quasi-Experimental Evidence from Panel Count Data", *Health Economics*, 2015, vol. 24, no. 9, pp. 1131-1146

The effect of education, family size, unemployment and childcare availability on birth stopping and timing

VARGA, M., "The effect of education, family size, unemployment and childcare availability on birth stopping and timing", *Portuguese Economic Journal*, 2014, vol. 13, no. 2, pp. 95-115