

**MIKLOS SARVARY**  
**Carson Family Professor of Business,**  
**Vice-Dean of Executive Education,**  
**Faculty Director, The Media and Technology Program,**  
**Columbia Business School**

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Updated: 12<sup>th</sup> Dec., 2025

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**EDUCATION:**

- 1996            **Ph.D.** Management  
                  INSEAD, Fontainebleau, France
- 1991            **DEA** (M.S. equivalent) Statistics  
                  Ecole Nationale Supérieure des Mines de Paris, France
- 1990            **B.S.** Geophysics  
                  Eotvos Lorand University, Budapest, Hungary

**WORK EXPERIENCE:**

- 2013 -            Carson Family Professor of Business, **Columbia Business School**  
2025-            : **Vice Dean for Executive Education**  
2013-            : Faculty Director, **The Media and Technology Program**  
2023-2025: Committee, Chair, **Marketing Ph.D. Program**
- 2007 - 2013      Professor of Marketing, **INSEAD**  
2012-2013: Visiting Professor, Columbia Business School  
2011-2013: The GlaxoSmithKline Chaired Professor of Corporate Innovation  
2009-2013: Deputy Dean, Executive Development Programs  
2006-2010: Director of Learning Innovation Center
- 2001 - 2007      Associate Professor of Marketing, **INSEAD**  
2004-2007: Coordinator (Chair) of Marketing Area
- 1999 - 2001      Assistant Professor of Business Administration, **Harvard Business School**
- 1996 - 1999      Assistant Professor of Marketing, **Graduate School of Business, Stanford University**
- 1990 - 1992      Account Representative, **IBM Hungary**, Financial sector

## **PUBLICATIONS OF BOOKS AND BOOK CHAPTERS:**

- Halaburda, H., M. Sarvary and Guillaume Haeringer (2022), *Beyond Bitcoin: The Economics of Digital Currencies and Blockchain Technologies*, Second Edition, Palgrave Macmillan. First Edition published in 2016.
- Sarvary, M. (2012), *Gurus and Oracles: The Marketing of Information*, MIT Press.
- Fath, G. and M. Sarvary (2006), “Cultural Evolution in a Population of Heterogeneous Agents”, in *The Complex Networks of Economic Interactions: Essays in Agent-Based Economics and Econophysics* (eds. A. Namatame, T. Kaizouji, Y. Aruka), Lecture Notes in Economics and Mathematical Systems, vol. 567, Springer, 193-205.
- Dekimpe, M., P. Parker and M. Sarvary (2000), “Multi-Market and Global Diffusion”, chapter in *New Product Diffusion Models* edited by V. Mahajan, E. Muller and J. Wind, Kluwer Academic Publishers, 2000, 49-73.

## **PUBLICATIONS IN ACADEMIC JOURNALS:**

- Zou, T., Wu, Y. and M. Sarvary (2025), “Quality-Variety Tradeoffs in Recommendation Systems on Content Platforms”, forthcoming in *Management Science*.
- Li, P., N. Castello, Z. Katona. and M. Sarvary (2024), “Determining the Validity of Large Language Models for Automated Perceptual Analysis”, *Marketing Science*, Frontiers, 43(2), 254-66.
- Choi, W. J., K. Jerath and M. Sarvary (2023), “Consumer Privacy Choices and (Un)Targeted Advertising Along the Purchase Journey”, *Journal of Marketing Research*, 60(5), 889-907.
- Corniere, A. and M. Sarvary (2023), “Social Media and News: Content Bundling and News Quality”, *Management Science*, 69, 1, 162-78.
- Castello, N. and M. Sarvary (2022), “Cross-cultural differences in comfort with human-like robots”, *International Journal of Social Robotics*, 14, 1865-73.
- Gritckevich, A., Z. Katona and M. Sarvary (2022), “Ad Blocking”, *Management Science*, 68, 6, 4703-24. Finalist for *Management Science* Best Marketing Paper Award.
- Long, F., K. Jerath, and M. Sarvary (2022), “Optimally Designing An Online Retail Marketplace: Leveraging Information from Sponsored Advertising”, *Marketing Science*, 41, 1, 115-38 – Finalist for the John Little Best Paper Award.
- Castello, N., B. Schmitt and M. Sarvary (2019), “Human or Robot? Consumer Responses to Radical Enhancement Products”, *Journal of the Association for Consumer Research*, 4, 3, 217-230. – Featured article.
- Zubcsek, P, Z. Katona and M. Sarvary (2017), “Predicting Mobile Advertising Response Using Consumer Colocation Networks”, *Journal of Marketing*, Vol. 81, 4, 109-126.

- Katona, Z., J. Knee and M. Sarvary (2017), "Agenda Chasing and Contests Among News Providers", *RAND Journal of Economics*, 48, 3, 783-809.
- Zhang, K. and M. Sarvary (2015), "Differentiation with User-Generated Content", *Management Science*, 61, 4, 898-914.
- Bart, Y., A. Stephen and M. Sarvary (2014), "Which Products are Best Suited to Mobile Advertising? A Field Study of Mobile Display Advertising Effects on Consumer Attitudes and Intentions," *Journal of Marketing Research*, 51, 3, 270-85.
- Katona, Z. and M. Sarvary (2014), "Maersk Line: B2B Social Media – 'It's Communication, Not Marketing'", *California Management Review*, Spring, 56, 3, 142-56.
- Stephen, A., Bart, Y. and M. Sarvary (2013), "Making Mobile Ads That Work", *Harvard Business Review*, December.
- Xiang, Y. and M. Sarvary (2013) "Buying and Selling Information under Competition", *Quantitative Marketing and Economics*, 11, 321-51 – Finalist for the 2013 Dick Wittink Award.
- Sarvary, M. (2013), "Big Data vs. Quality Information: The Peculiarities of Information Markets", *European Business Review*, Jan-Feb.
- Katona, Z., P. Zubcsek and M. Sarvary (2011), "Network Effects and Personal Influences: The Diffusion of an Online Social Network", *Journal of Marketing Research*, 48, 3, 425-43 – Finalist fo the JMR 2016 Annual William F. O'Dell Award.
- Zubcsek, Peter and M. Sarvary (2011), "Advertising to a Social Network", *Quantitative Marketing and Economics*, 9, 1, 71-107.
- Ofek, E., Z. Katona and M. Sarvary (2011), "'Bricks & Clicks': The Impact of Product Returns on the Strategies of Multi-Channel Retailers", *Marketing Science*, 30, 1, 42-61.
- Katona, Z. and M. Sarvary (2010), "The Race for Sponsored Links: Bidding Patterns for Search Advertising", *Marketing Science*, 29, 2, 199-215 – Lead article, Finalist for the Little Best Paper Award and the 2020 ISMS Long-term Impact Award.
- Banerjee, S and M. Sarvary (2009), "How Incumbent Firms Foster Consumer Expectations, Delay Launch but Still Win the Markets for Next Generation Products", *Quantitative Marketing and Economics*, 7, 4, 445-81.
- Atasu, A, M. Sarvary and L. V. Wassenhove (2009), "Efficient Take-Back Legislation", *Production and Operations Management*, 18, 3, 243-58 – Winner of the 2007 Wickham Skinner Best Unpublished Paper Award.
- Lajos, J., Z. Katona, A. Chattopadhyay and M. Sarvary (2009), "CAM: A Spreading Activation Network Model of Subcategory Positioning when Categorization Uncertainty is High", *Journal of Consumer Research*, 36, 1, 122-36 – Winner of ACR's "Best Working Paper" Award.
- Godes, D., E. Ofek and M. Sarvary (2009), "Products vs. Advertising: The Impact of Competition on Media Firm Strategy", *Marketing Science*, 28,1, 20-35.

- Katona, Z. and M. Sarvary (2008), "Network Formation and the Structure of the Commercial World Wide Web," *Marketing Science*, 27, 5, 764-78 – Finalist for the Little Best Paper Award and the 2014 and 2018 ISMS Long-Term Impact Award.
- Atasu, A., M. Sarvary and L. V. Wassenhove (2008), "Remanufacturing as a Marketing Strategy", *Management Science*, 54,10, 1731-46.
- Sarvary, M. (2008), "The Metaverse: TV of the Future?", *Harvard Business Review*, February, 30.
- Xiang, Y. and M. Sarvary (2007), "News Consumption and Media Bias", *Marketing Science*, 26, 5, 611-28 – Finalist for the Little Best Paper Award.
- Christen, M. and M. Sarvary (2007), "Competitive Pricing Information: A Longitudinal Experiment", *Journal of Marketing Research*, 44, 1, 42-56.
- Fath, G and M. Sarvary (2005), "A Renormalization Group Theory of Cultural Evolution", *Physica A*, 348, 611-29.
- Nunn, D. and M. Sarvary, (2004), "Pricing Practices and Firms' Market Power in International Cellular Markets", *International Journal of Research in Marketing*, 21, 4, 377-95 – Honorable Mention at MSI's "Global Marketing" competition.
- Deleersnyder, B., M. Dekimpe, M. Sarvary and P.M. Parker (2004), "Weathering Tight Economic Times: The Sales Evolution of Consumer Durables Over the Business Cycle", *Quantitative Marketing and Economics*, 2, 347-83 – Winner of MSI Research Grant.
- Fath, G. and M. Sarvary (2003), "Adoption Dynamics in Buyer-Side Exchanges", *Quantitative Marketing and Economics*, 1, 305-35.
- Ofek, E. and M. Sarvary (2003), "R&D, Marketing and the Success of Next-Generation Products", *Marketing Science*, 22, 3, 355-70 – Winner of the Little Best Paper Award and finalist of INFORMS' 2011 Long-Term Impact Award.
- Sarvary, M. (2002), "Temporal Differentiation and the Market for Second Opinions", *Journal of Marketing Research*, 39, 2, 129-36.
- Ofek, E. and M. Sarvary (2001), "Leveraging the Customer Base: Creating Competitive Advantage Through Knowledge Management," *Management Science*, 47, 11, 1441-56 – Lead article, Finalist for the Little Best Paper Award.
- Sarvary, M. and V. Padmanabhan (2001), "The Informational Role of Manufacturer Returns Policies: How They Can Help in Learning the Demand", *Marketing Letters*, 12, 4, 341-50 .
- Dekimpe, M., P.M. Parker and M. Sarvary (2000), "Globalization: Modeling Technology Adoption Timing Across Countries", *Technological Forecasting and Social Change*, 63, 25-42 – Winner of the 2000 Elsevier Prize for Outstanding Paper.
- Dekimpe, M., P.M. Parker and M. Sarvary (2000), "Global Diffusion of Technological Innovations: A Coupled-Hazard Approach," *Journal of Marketing Research*, 37, 2, 47-59.

- Lal, R. and M. Sarvary (1999), "When and How is the Internet Likely to Decrease Price Competition", *Marketing Science*, 18, 4, 485-503 – Finalist for the Little Best Paper Award. Also published in *Recherche et Application en Marketing*, 15, 4, 79-102.
- Sarvary, M. (1999), "Knowledge Management and Competition in the Consulting Industry", *California Management Review*, 41, 2, 95-107.
- Dekimpe, M., P.M. Parker and M. Sarvary (1998), "Staged Estimation of International Diffusion Models: An Application to Global Cellular Telephone Adoption," *Technological Forecasting and Social Change*, 57, 105-32.
- Dawar, N. and M. Sarvary (1997), "The Signalling Impact of Low Introductory Price on Perceived Quality and Trial," *Marketing Letters*, 8, 3, 251-9.
- Sarvary, M. and P.M. Parker (1997), "Marketing Information: A Competitive Analysis," *Marketing Science*, 16, 1, 24-38 – Winner of both Little and Bass Best Paper Awards.
- Parker, P.M. and M. Sarvary (1997), "Formulating Dynamic Strategies using Decision Calculus," *European Journal of Operational Research*, 98, 542-54.
- Sarvary, M. and E. Szekeres (1995), "A Note on Typicality and Utility," *Kozgazdasagi Szemle* (Hungarian Economic Review), June, 571-81, (in Hungarian).

### **WORK UNDER REVIEW AND WORK IN PROGRESS:**

- Fang, L., Z. Yuan, K. Zhang, D. Donati, M. Sarvary, "Generative AI and Firm Productivity: Field Experiments in Online Retail", under revision for *AER*.
- Castello, N., J. De Freitas, B. Schmitt and M. Sarvary, "Anti-Robot Speciesism", under review at *Cognition*.
- Castello, N., P. Li, Z. Katona. and M. Sarvary (2024), "How Large Language Models Achieve Professional-level Creativity in Marketing", Working paper.
- Choi, W. J., K. Jerath and M. Sarvary, "Advertising and Price Competition under Consumer Data Privacy Choices", Working paper.
- Choi, W. J., K. Jerath and M. Sarvary, "Persuasive Advertising in Vertically Differentiated Markets", Working paper.
- Atasu, A., L. Gui and M. Sarvary, "Quality Competition in an Oligopolistic Market", Working paper.
- Katona, Z., and M. Sarvary, "The Market for Influencers", First draft

### **MAJOR CONFERENCE PRESENTATIONS:**

- Fang, L., Z. Yuan, K. Zhang, D. Donati, M. Sarvary, "Generative AI and Firm Productivity: Field Experiments in Online Retail",  
 - 3<sup>rd</sup> Annual Business & Generative AI Conference, Wharton, San Francisco, Sept. 4-5, 2025.

- TUM Workshop on Generative AI in Marketing, TUM, Munich, Germany, Nov. 2025.
  - Conference on Artificial Intelligence, Machine Learning and Business Analytics, Columbia Business School, New York, December 5-6, 2025.
- Zou, T., Wu, Y. and M. Sarvary, “Quality-Variety Tradeoffs in Recommendation Systems on Content Platforms”, 19<sup>th</sup> BassFORMS Conference, UT Dallas Feb-Mar, 2025, 5<sup>th</sup> AI in Management Conference, USC, Los Angeles, March 2025, ISMS *Marketing Science Conference*, Washington DC, June 2025.
- Li, P., N. Castello, Z. Katona. and M. Sarvary, “Determining the Validity of Large Language Models for Automated Perceptual Analysis”, Presented at the *Marketing Science Conference*, Miami, June 2023 and MSI 2023 Immersion, New York, September 2023.
- Choi, W. J., K. Jerath and M. Sarvary, “Advertising and Price Competition under Consumer Data Privacy Choices”, 2023 *INFORMS Annual Meeting*, Phoenix, October 2023.
- Sarvary, M., “Internet Platforms and the News Industry”, Panel discussion, *OECD, Competition Open Day*, February 23, 2022
- Long, F., K. Jerath, and M. Sarvary, “Designing An Online Retail Marketplace: Leveraging Information from Sponsored Advertising”, 2021 *Conference on Artificial Intelligence, Machine Learning and Business Analytics*, Temple University, December 2-3, 2021.
- Choi, W. J., K. Jerath and M. Sarvary, “Consumer Purchase Journey, Targeted Advertising and Privacy Choices”, *SICS*, Berkeley, CA, June 2022.
- Long, F., K. Jerath, and M. Sarvary, “Designing An Online Retail Marketplace: Leveraging Information from Sponsored Advertising”, 19<sup>th</sup> *ZEW Conference on the Economics of ICT*, June 2021.
- Long, F., K. Jerath, and M. Sarvary, “Optimally Designing An Online Retail Marketplace: Leveraging Information from Sponsored Advertising”, 2021 *POMS Annual Conference*, May 2021.
- Choi, W. J., K. Jerath and M. Sarvary, “Advertising & Price Competition under Endogenous Privacy Choices”, *Symposium on Consumer Analytics & Data Science in Marketing*, Virtual, 2020.
- Choi, W. J., K. Jerath and M. Sarvary, “Customer Purchase Journey, Privacy Choices & Advertising Strategies”, *UT Dallas Frontiers of Research in Marketing Science Conference*, Richardson, TX, 2020.
- Choi, W. J., K. Jerath and M. Sarvary, “Consumer Funnel Tracking, Privacy and Advertising Strategies”, 12<sup>th</sup> *Workshop on the Economics of Advertising*, Porto, Portugal, July 2019.
- Gritckevich, A., Z. Katona and M. Sarvary, “Ad Blocking”, *Marketing Science Conference*, Rome, Italy, June 2019.
- Long, F., K. Jerath, and M. Sarvary, “The Informational Role of Sponsored Advertising on Online Retail Marketplaces”, 11<sup>th</sup> *Workshop on the Economics of Advertising*, New York, July 2018.

- Choi, W. J., K. Jerath and M. Sarvary, “Persuasive Advertising in Vertically Differentiated Markets”, *Behavioral IO and Marketing Symposium*, Ann Arbor, May 2018.
- Corniere, A. and M. Sarvary, “Social Media and the News Industry”
- *4<sup>th</sup> Annual BU Platform Symposium*, Boston, July, 2017,
  - *2017, Petralia Sottana Workshop*, Ortigia, July, 2017,
  - *15<sup>th</sup> Annual Media Economics Workshop*, Barcelona, October 2017,
  - *NET Institute Conference*, NYU, New York, December, 2017,
  - *The NYC Media Seminars*, New York, December, 2017,
  - *Influence and the Media*, Jonh Hopkins U., Baltimore, April, 2018.
- Choi, W. J., K. Jerath and M. Sarvary, “Persuasive Advertising in Vertically Differentiated Markets”, *Marketing Science Conference*, Los Angeles, June 2017.
- Gritckevich, A., Z. Katona and M. Sarvary, “Ad blocking”, *Marketing Science Conference*, Shanghai, June 2016.
- Castello, N., N. Fitz, B. Schmitt and M. Sarvary, "Future Consumer Worlds: How the Internet of Things, Avatars, Robots, Cyborgs, and Human Enhancement Technologies May Change the Face of Consumer Psychology", *Society for Consumer Psychology*, Vienna, June, 2015.
- Zubcsek, P, Z. Katona and M. Sarvary, “Social and Location Effects in Mobile Advertising”, *ACR North American Conference*, New Orleans, LA, October 2015 and *AMA Winter Educators Conference*, San Antonio, TX, February 2015.
- Zubcsek, P, Z. Katona and M. Sarvary, “Social and Location Effects in Mobile Advertising”, *MSI Conference on Marketing in a Multi-Channel and Multi-Screen World*, Dallas, TX Mai 2014, and *ZEW Conference on The Economics of Information and Communication Technologies*, Mannheim, Germany, June 2014.
- Katona, Z., J. Knee and M. Sarvary, “Agenda Chasing and Contests Among News Providers”, *SICS*, Berkeley, June 2013 and *11<sup>th</sup> Media Economics Workshop*, Tel Aviv, October 2013.
- Bart, Y., A. Stephen and M. Sarvary, “Determinants of Mobile Advertising Effectiveness”, *Marketing Science Conference*, Boston, June 2012.
- Zhang, K. and M. Sarvary, “Differentiation with User-Generated Content”, *Conference on Communication and Belief Manipulation*, Paris School of Economics, Paris, June 2012.
- Zhang, K. and M. Sarvary, “The Design of Internet Communities”, *Marketing Science Conference*, Cologne, June 2010.
- Zhang, K. and M. Sarvary, “The Design of Web2.0 Communitites: Trading off Differentiation with Network Size”, *Marketing Science Conference*, Anne Arbor, June 2009.
- Katona, Z. and M. Sarvary, “The Race for Sponsored Links: A Model of Competition for Search Advertising”, *SICS*, Berkeley, July 2008.
- Zubcsek, P. and M. Sarvary, “Direct Marketing on a Network”, *Marketing Science Conference*, Vancouver, June 2008.

- Katona, Z and M. Sarvary, "Network Formation and the Structure of the Commercial World Wide Web" presented at:
1. *Marketing Science Conference*, Singapore, June 2007.
  2. *UniNet conference on Dynamic Networks*, Paris, June 2008.
- Atasu, A., M. Sarvary and L.V. Wassenhove, "Efficient Take-Back Legislation", *INFORMS Annual Conference*, Seattle, November 2007.
- Katona, Z., J. Lajos, A. Chattopadhyay and M. Sarvary, "CAM: A Spreading Activation Network Model of Subcategory Construction", *Marketing Science Conference*, Singapore, June 2007.
- Katona, Z, P. Zubcsek and M. Sarvary, "Joining the Network: Personal Influences as Determinants of Diffusion", *Marketing Science Conference*, Singapore, June 2007.
- Katona, Z., J. Lajos, A. Chattopadhyay and M. Sarvary, "CAM: A Spreading Activation Network Model of Subcategory Construction", *ACR*, Orlando, Florida September, 2006, Winner of ACR's "Best working paper" Award.
- Katona, Z and M. Sarvary, "Network Formation and the Structure of the Commercial World Wide Web," *SICS conference*, Berkeley, June 2006.
- Atasu, A., L.V. Wassenhove and M. Sarvary, "Efficient Take-Back Regulation: Economy and the Environment", *INFORMS Annual Conference*, Pittsburg, November 2006.
- Ofek, E., M. Sarvary and O. Turut, "Bricks and Clicks: Managing In-Store Product Assortment and Online Returns", *INFORMS Annual Conference*, Pittsburg, November 2006.
- Atasu, A., M. Sarvary and L.V. Wassenhove, "Remanufacturing as a Marketing Strategy", *INFORMS Annual Conference*, Pittsburg, November 2006 and November 2005.
- Fath, G. and M. Sarvary, "An Economic Theory of Language", *SICS conference*, Berkeley, June 2005.
- Fath, G. and M. Sarvary, "A Renormalization Group Theory of Cultural Evolution", presented at:
1. *Ninth Workshop on Economics and Heterogeneous Interacting Agents* Kyoto, Japan, May, 2004.
  2. *Complex Systems Thematic Institute, "Networks and Risks"*, Budapest, Hungary, May-June 2004.
  3. *Physics of Risk*, Nyborg, Denmark, April 2004
- Xiang, Y. and M. Sarvary, "Media Bias, Competition and Information Efficiency", *Marketing Science Conference*, Emory Business School, June 2005.
- Xiang, Y. and M. Sarvary, "Pricing Information: The Interaction of Competitive Externality and Information Quality", *Marketing Science Conference*, Rotterdam, Netherlands, June 2004.
- Deleersnyder, B., M. Dekimpe, M. Sarvary, P. Parker, "Weathering Tight Economic Times: The Sales Evolution of Consumer Durables Over the Business Cycle", *Marketing Science Conference*, Rotterdam, June 2004

- Godes, D., E. Ofek and M. Sarvary, "Products vs. Advertising: Media Competition and the Relative Source of Firm Profits", *SICS Conference*, Berkeley, June 2003.
- Godes, D., E. Ofek and M. Sarvary, "A Theory of Media Competition", *Marketing Science Conference*, Edmonton, Canada, June 2002.
- Ofek, E. and M. Sarvary, "'Bricks and Clicks': The Effect of Internet Channels on Product Returns, In-Store Assortment, and Prices", *Marketing Science Conference*, Edmonton, Canada, June 2002.
- Fath, G. and M. Sarvary, "A Model of B2B Exchanges", *Marketing Science Conference*, Wiesbaden, Germany, July 2001.
- Chu, W., P. Parker and M. Sarvary. "An Explanation to the Price-Quality Paradox", *Marketing Science Conference*, UCLA, June 2000.
- Montaguti, E., P. Parker and M. Sarvary: Collusive Pricing: An International Study, *Marketing Science Conference*, UCLA, June, 2000.
- Ofek, E. and M. Sarvary, "Competing with Knowledge: The Role of Indirect Network Externalities" *Marketing Science Conference*, INSEAD, July, 1998.
- Lal, R. and M. Sarvary, "Does the Internet Always Intensify Price Competition?," *Marketing Science Conference*, INSEAD, July, 1998.
- Sarvary, M. and P.M. Parker, "Marketing Information: A Competitive Analysis," *Marketing Science Conference*, University of California, Berkeley, March, 1997.
- Dekimpe, M., P.M. Parker and M. Sarvary, "Global Diffusion of Network Technologies: A Double-Hazard Approach," *Marketing Science Conference*, University of Florida, Gainesville, March, 1996.
- Dekimpe, M., P.M. Parker and M. Sarvary, "Modelling Global Diffusion," *Marketing Science Conference*, University of New South Wales, Sydney, Australia, July, 1995.
- Padmanabhan, V. and M. Sarvary, "Manufacturer Returns Policies: An Informational Perspective," *Marketing Science Conference*, University of New South Wales, Sydney, Australia, July, 1995.
- Parker P.M. and M. Sarvary, "An Integrated Study of Innovativeness," *Marketing Science Conference*, University of Arizona, Tucson, March, 1994.

## **CASES AND TEACHING MATERIALS:**

### **Cases:**

Knowledge Management at Ernst & Young	(S-M-291) (Stanford, 1997)
Marketing at Bain & Co.	(S-M-290) (Stanford, 1997)
Interactive Data: The Internet Challenge	(9-500-103) (Harvard, 2000)
Kana Communications	(9-501-003) (Harvard, 2000)
Kana Communications TN	(9-501-036) (Harvard, 2000)
Negotiating with TMO International (A) and (B)	(09/2002/5056) (INSEAD 2002)
MOL: The TVK Acquisition (A), and TN	(06/2004/5219) (INSEAD 2004)
IWIW: Social Networking in Hungary, and TN	(05/2007/5445) (INSEAD 2007)

Bloomberg LP. More than the Box? and TN	(140308) (CBS, 2014)
Social Media at Maersk Line and TN	(Haas School of Business, 2014)
Eyeo's Adblock Plus and TN	(Haas School of Business, 2018)
Symphony: A 21 <sup>st</sup> Century Communicator and TN	(200502) (CBS, 2020)

**Discussion and Industry Notes:**

Issues in Product Policy	(9-500-027) (Harvard, 1999)
Target Market Selection and Product Positioning	(9-501-018) (Harvard, 2000)
B2B Marketplaces: Segmenting Industries	(06/2002/5044) (INSEAD 2002)
Soft drinks in the global social media space	(06/2012-5891) (INSEAD 2012)
A Primer on Programmatic Advertising	(150507) (CBS, 2017)

**TEACHING EXPERIENCE (Degree Programs):**

**MBA, EMBA courses:**

- First-Year Marketing (Harvard)
- Business-to-Business Marketing (Stanford and INSEAD)
- Industrial Marketing (INSEAD)
- Introduction to the Media Industries (CBS)
- Media Platforms and Content: A Foundation Course (CBS)

**Ph.D. courses:**

- Quantitative Methods in Marketing (Stanford and BKE-Hungary)
- IO in Marketing
- Marketing Models (CBS, INSEAD and Corvinus University-Hungary)

**TEACHING EXPERIENCE (Executive Development Programs)**

**Open Enrolment Executive Programs:**

- Marketing Telecommunications Services (INSEAD)
- International Marketing Program (INSEAD)
- Advanced Industrial Marketing Strategy (INSEAD)
- Global Investors' Workshop (INSEAD)
- Young Managers' Program (INSEAD)
- Advanced Management Program (INSEAD)
- International Executive Program (INSEAD)
- General Management Leadership Program (CBS)
- Global CCO program (CBS-ESADE)
- Digital Marketing Strategy (CBS)
- B2B Marketing Strategy (CBS) – Program Director – Online
- Digital Business Leadership Program (CBS)
- Columbia Sulzberger Program for Media Executives (Columbia GSJ)
- AI-Driven Marketing Strategy (CBS) – Program Director
- Managing Your Business in a Shifting Economic Environment (CBS) – Program Director
- Columbia Senior Executive Program (CSEP) – Program Director

**Company Specific Executive Programs (by sector):**

**Telecom:**

- Nokia
- Alcatel
- Telenor

Samsung – Program Director

**Professional Services/Media/Information products:**

Dun & Bradstreet

Pearson

RSM Accountants

TV2, Denmark – Program Director

PriceWaterhouseCoopers – co-Program Director

Stibbe

Kurt Salmon

**Information Technology/hi-tech:**

IBM, Sales Executives Program

IBM, Territory Managers Program

SAP

INTEL

**Chemical/Processing/Heavy Industry:**

Degussa – co-Program Director.

Swire

Daimler-Chrysler

Danisco – Program Director

Syngenta

Akzo Nobel

Vezuvius

Imerys

Lafarge

Schlumberger – Program Director

**Consumer Goods/Services:**

Pernod Ricard

HSBC Asia

Banco de Brasil

Hoya

**Executive Exchange Programs:**

Tsinghua

HKU

**AWARDS AND HONORS:**

2025	Finalist for <i>Management Science</i> Best Marketing Paper Award
2022	Finalist for the John D. C. Little Best Paper Award
2020	Finalist for the ISMS Long-Term Impact Award
2018	Finalist for Marketing Science Long-Term Impact Award
2017	Net Institute Grant (with A. Corniere) - \$4,5k
2016	Finalist, JMR 2016 Annual William F. O'Dell Award
2014	Adobe Digital Marketing Research Award - \$50k
2013	Finalist, Dick Wittink Award, QME
2011	Finalist, INFORMS' 2011 Long-Term Impact Award
2010	Winner Google-WPP Marketing Research Award - \$77k
2009	Finalist, John D. C. Little Best Paper Award
2008	Finalist, John D. C. Little Best Paper Award
2007	Finalist, John D. C. Little Best Paper Award
2007	Winner of the Wickham Skinner Best Unpublished Paper Award
2006	Winner, ACR Best Working Paper Award
2005	Winner, INSEAD Program Director Bonus Award

2003 Winner, John D. C. Little Best Paper Award  
 2003 Honorable Mention at MSI's "Global Marketing" Competition  
 2002 MSI Research Grant - \$3,5k  
 2001 Finalist, John D. C. Little Best Paper Award  
 2000 Winner of the Elsevier Prize for Outstanding Paper  
 2000 Finalist, John D. C. Little Best Paper Award  
 1997 Winner, John D. C. Little Best Paper Award  
 1997 Winner, Frank M. Bass Outstanding Dissertation Award  
 1995 Winner, Alden Clayton Doctoral Dissertation Proposal Competition  
 1995 AMA Doctoral Consortium Fellow  
 1994 ACE-Phare scholarship of the European Community  
 1992 INSEAD scholarship  
 1992 "Employee of the year" award in IBM Hungary  
 1990 French Government's Grant (BGF)  
 1989 "Republic Grant" from the Hungarian Government

**PROFESSIONAL ACTIVITIES:**

**Associate/Area Editor:**

*Marketing Science* (2008-11)  
*Quantitative Marketing  
 and Economics*  
*Journal of Marketing Behavior*

**Editorial Board Memberships:**

*Marketing Science*  
*International Journal of Research in Marketing*  
*Journal of Interactive Marketing*

**RECENT OUTSIDE ACTIVITIES:**

(Reported in compliance with Columbia Business School policies on conflict of interest)

*Consulting/Training/Expert Witness:*

Hoya Eyecare.  
 GBX-Kirkland

*Company Ownership/ Board membership:*

Lynx Analytics