

# Zsolt Katona - Curriculum Vitae

---

Haas School of Business  
University of California, Berkeley  
Berkeley, CA  
94720-1900

Phone: +1 (510) 643 1426  
Fax: +1 (510) 643 1420  
Email: [zskatona@haas.berkeley.edu](mailto:zskatona@haas.berkeley.edu)  
Web: <http://faculty.haas.berkeley.edu/zskatona>

LAST UPDATE: AUGUST, 2021

## ACADEMIC POSITIONS

Cheryl and Christian Valentine Professor, Haas School of Business, UC Berkeley, 2021-  
Chair of Marketing Group, Haas School of Business, UC Berkeley, 2020-  
Faculty Director, Fisher Center for Business Analytics, Haas School of Business, UC Berkeley, 2016-  
Associate Professor (with tenure), Haas School of Business, UC Berkeley, 2014-2021  
Assistant Professor, Haas School of Business, UC Berkeley, 2008-2014

## EDUCATION

Ph.D., Management (Marketing), 2004-2008, INSEAD, France  
Ph.D., Computer Science, 2003-2007, Eotvos Lorand University, Hungary  
M.Sc. (Hungarian Diploma), Mathematics, 1998-2003, Eotvos Lorand University, Hungary

## PUBLICATIONS

Aleksandr Gritckevich, Zsolt Katona and Miklos Sarvary. 2021. "Ad Blocking" , forthcoming, *Management Science* [pdf](#)

Brett Gordon, Kinshuk Jerath, Zsolt Katona, Sridhar Narayanan, Jiwoong Shin and Kenneth C. Wilbur. 2021. "[Inefficiencies in Digital Advertising Markets](#)", **85**(1) 7-25, *Journal of Marketing* [pdf](#)

Ron Berman and Zsolt Katona. 2020. "[Curation Algorithms and Filter Bubbles in Social Networks](#)", **39**(2) 296-316, *Marketing Science* [pdf](#)

Zsolt Katona, Jonathan Knee and Miklos Sarvary. 2017. "[Agenda Chasing and Contests among News Providers](#)", **48**(3) 783-809, *RAND Journal of Economics* [pdf](#)

Peter Zubcsek, Zsolt Katona and Miklos Sarvary. 2017. "[Predicting Mobile Advertising Response Using Consumer Co-Location Networks](#)", **81**(4) 109-126, *Journal of Marketing* [pdf](#)

Ganesh Iyer and Zsolt Katona. 2016. "[Competing for Attention in Social Communication Markets](#)", **64**(8) 2304-2320, *Management Science* [pdf](#)

Zsolt Katona. 2015. "[Democracy in Product Design: Consumer Participation and Differentiation Strategies](#)", **13** (4) 359-394, *Quantitative Marketing and Economics* [pdf](#)

- Peter Zubcsek, Imran Chowdhury, and Zsolt Katona. 2014. [“Information Communities: The Network Structure of Communication”](#), **38** 50-62, *Social Networks* [pdf](#)
- Zsolt Katona and Miklos Sarvary. 2014. [“Maersk Line: B2B Social Media – It’s Communication, Not Marketing”](#), **56**(3) 142-156, *California Management Review* [pdf](#)
- Ron Berman and Zsolt Katona. 2013. “The Role of Search Engine Optimization in Search Marketing,” **32**(4) 644-651, *Marketing Science*, Frank M. Bass Dissertation Award, Winner.
- Chrysanthos Dellarocas, Zsolt Katona and William Rand. 2013. “Media, Aggregators and the Link Economy: Strategic Hyperlink Formation in Content Networks,” **59**(10) 2360-2379, *Management Science*
- Kaifu Zhang and Zsolt Katona. 2012. “Contextual Advertising,” **31**(6) 964-979, *Marketing Science*
- Gyula O.H. Katona, Gyula Y. Katona and Zsolt Katona. 2012. “Most probably intersecting families of subsets,” **21**(March) 219-227, *Combinatorics, Probability and Computing*
- Zsolt Katona, Peter Zubcsek and Miklos Sarvary. 2011. “Network Effects and Personal Influences: Diffusion of an Online Social Network,” **48**(3) 425-443, *Journal of Marketing Research*, AMA William F. O’Dell Award, Finalist.
- Elie Ofek, Zsolt Katona and Miklos Sarvary. 2011. “Bricks & Clicks: The Impact of Product Returns on Multi-Channel Retailers,” **30**(1) 42-60, *Marketing Science*
- Zsolt Katona and Miklos Sarvary. 2010. “The Race for Sponsored Links: Bidding Patterns for Search Advertising,” *Marketing Science* **29**(2) 199-215, Lead article. Frank M. Bass Dissertation Award, Finalist. John D.C. Little Award, Finalist. ISMS Long Term Impact Award, Finalist.
- Joseph Lajos, Zsolt Katona, Amitava Chattopadhyay and Miklos Sarvary. 2009. “CAM: A spreading activation network model of sub-category construction when categorization uncertainty is high,” **36** (June) 122-136 *Journal of Consumer Research*, Association for Consumer Research Best Working Paper Award, Winner.
- Zsolt Katona and Miklos Sarvary. 2008. “Network formation and the structure of the commercial World Wide Web,” *Marketing Science* **27**(5) 764-778. Frank M. Bass Dissertation Award, Finalist. John D.C. Little Award, Finalist. ISMS Long Term Impact Award, Finalist.
- Zsolt Katona and Tamás Móri. 2006. “A new class of scale free random graphs,” *Statistics and Probability Letters* **76**(15) 1587-1593.
- Zsolt Katona. 2006. “Levels of a scale-free tree,” *Random Structures and Algorithms* **29**(2) 194-207.
- Zsolt Katona. 2005. “The width of a scale-free tree,” *Journal of Applied Probability* **42**(3) 839-850.

- Zsolt Katona. 2005. “3-wise exactly 1-intersecting families of sets,” *Graphs and Combinatorics* **21**(1) 71-76.
- Furedi, Zoltan and Zsolt Katona. 2004. “Multiply intersecting families of sets,” *Journal of Combinatorial Theory - Series A*, **106**(2) 315-326.
- Zsolt Katona. 2001. “Intersecting families of sets, no 1 containing two common elements,” *Discrete Mathematics* **226** (2001) 233-241.

#### WORK IN PROGRESS

- “When and How Should Firms Differentiate? Quality, Advertising and Pricing Decisions in a Duopoly” (with Dominique Lauga and Elie Ofek), under review at the *Journal of Marketing Research* [pdf](#)
- “Quality Score: The Cost of a Virtuous Cycle” (with Yi Zhu and Lei Zhuang) [pdf](#)
- “On the Capital Market Consequences of Alternative Data: Evidence from Outer Space” (with Marcus Painter, Panos Patatoukas, and Jean Zeng) [pdf](#)
- “Competing for Influencers in a Social Network” [pdf](#)
- “Shopping or Dining? Analyzing User Behavior to Flight Delay” (with Xuesong Lu and Tuan Phan)
- “Real or Fake: Managing User Authenticity in Ad Auctions” (with Xin Chen and Yi Zhu)

#### CONFERENCE PRESENTATIONS AND INVITED TALKS

- “Ad Blocking”
- UC Davis Research Seminar, 2020
  - University of Minnesota Research Seminar, 2020 (postponed due to COVID-19)
- “The Impact of Curation Algorithms on Social Network Content Quality and Structure”
- Keynote Presentation at 18th ZEW Conference on the Economics of Information and Communication Technologies, 2020 (postponed due to COVID-19)
  - Columbia University Media Seminar, 2018
  - Erasmus University, 2017
- “Real or Fake: Managing User Authenticity in Ad Auctions”
- Research Seminar Series at *Temple University* in 2016, 14th ZEW Conference on The Economics of Information and Communication Technologies at *University of Mannheim* in 2016, *Marketing Science Conference*, Shanghai, 2016
- “Networks in Marketing”

- Invited lecture to PhD students at the *Wharton School, University of Pennsylvania*, 2016, *UT Dallas*, 2015, *Columbia University, University of Washington*, 2014 and at the Marketing Science Doctoral Consortium, Istanbul, 2013

“Competing for Influencers in a Social Network”

- Research Seminar Series at *Cornell University* in 2015, *University of Washington, Northwestern University* in 2014, and at *Cheung Kong Business School* in 2013. NET Institute Conference, Berkeley 2014.

“Social and Location Effects in Mobile Advertising”

- Research Seminar Series at *University of Lausanne* in 2015.

“Agenda Chasing and Contests among News Providers”

- Research Seminar Series at *IDC, Herzliya, Israel* and *Summer Institute in Competitive Strategy (SICS)*, Berkeley, 2013

“Democracy in Product Design: Consumer Participation and Differentiation Strategies”

- Research Seminar Series at *University of South California*, at *National University of Singapore*, and at *INSEAD* in 2012

“Media, Aggregators and the Link Economy: Strategic Hyperlink Formation in Content Networks”

- *Third Annual Searle Conference on Internet Search and Innovation*, Northwestern University, 2012
- *Summer Institute in Competitive Strategy (SICS)*, Berkeley, 2011
- *Theory in Economics of Information Systems Workshop*, 2011
- NET Institute Conference on Network Economics, *NYU*, 2010

“Quality Score that Makes You Invest”

- *Seventh Ad Auctions Workshop*, 12th ACM Conference on Electronic Commerce, 2011

“Competing for Attention in Social Communication Markets”

- *Marketing Science*, Houston, 2011

“The Role of Search Engine Optimization in Search Marketing ”

- *UT Dallas Frontiers of Research in Marketing Science (UTD-FORMS) Conference*, 2011
- Research Seminar Series at *University of Florida*, at *Korea University*, at *Central European University* in 2011, and at *University of Houston*, at *Yale University*, at the *Hong Kong University of Science and Technology*, and at *UT Austin* in 2010

“Endogeneous Homophily in Social Networks”

- *Marketing Science*, Koln, 2010

“The Race for Sponsored Links: Bidding Patterns for Search Advertising”

- *Summer Institute in Competitive Strategy (SICS)*, Berkeley, 2008

“Network formation and the structure of the commercial World Wide Web”

- Research Seminar Series at *NYU, University of Chicago, Duke, University of Maryland, UCSD, UCLA, LBS, Washington University in St. Louis, Northwestern University, Carnegie Mellon University, University of Toronto, and University of Pennsylvania*, 2007

- *Marketing Science Conference*, Singapore, 2007

- *Interdisciplinary Workshop on Games and Networks*, INSEAD, 2007

- *Summer Institute in Competitive Strategy (SICS)*, Berkeley, 2006

- *Large-Scale Random Graph Methods for Modeling Mesoscopic Behavior in Biological and Physical Systems*, Budapest, 2006

“CAM: A spreading activation network model of sub-category construction when categorization uncertainty is high”

- *Association for Consumer Research Conference*, (poster) Orlando, 2006

- *HEC-ESSEC-INSEAD Seminar*, France, 2006

## AWARDS, FELLOWSHIPS

MSI Scholar, 2018

ISMS Long Term Impact Award, Finalist, 2014, 2018, 2020

Frank M. Bass Award, Winner, 2014

MSI Young Scholar, 2013

Barbara and Gerson Bakar Faculty Fellow, 2012

Schwabacher Award, 2012

Frank M. Bass Award, Finalist, 2009, 2010, 2011, 2012

John D.C. Little Award, Finalist, 2009, 2011

EMAC McKinsey Marketing Dissertation Award, Finalist, 2009

Google and WPP Marketing Research Award, 2009

MSI Alden G. Clayton Doctoral Dissertation Proposal Competition Winner, 2007

Sasakawa Young Leaders Fellowship, 2007

Association for Consumer Research Best Working Paper Award, 2006

AMA Sheth Foundation Doctoral Consortium Fellow, 2006

## PROFESSIONAL ACTIVITIES

Associate Editor, *Management Science*, *Marketing Science*

Editorial Board, *International Journal of Research in Marketing*

Invited Guest Area Editor for *Information Systems Research* special issue on "Social Media and Business Transformation."

Reviewer for *RAND Journal of Economics*, *Journal of Marketing Research*, *Journal of Economics & Management Strategy*, *Quantitative Marketing and Economics*, *Operations Research*, *Production and Operations Management*, *Journal of Interactive Marketing*, *Journal of Consumer Psychology*, *Nature Communications*, *Statistics and Probability Letters*, *Discrete Mathematics*, *Random Structures and Algorithms*

Co-chair of the 2010, 2016, and 2018 Summer Institute in Competitive Strategy (SICS)

## TEACHING

### MATERIALS

- Eyeo's Adblock Plus: Consumer Movement or Advertising Toll Booth?, Berkeley-Haas Case Series 4/1/2018
- Rocket Fuel: Measuring the Effectiveness of Online Advertising, Berkeley-Haas Case Series 7/1/2017
- Maersk Line: B2B Social Media - "It's Communication, Not Marketing", Berkeley-Haas Case Series 2/11/2014
- Soft Drinks in the Global Social Media Space, INSEAD Case Study 07/2012-5891
- IWIW - Social Networking in Hungary, INSEAD Case Study 05/2007-5445

### EXPERIENCE

- The Business of AI, MBA/EWMBA elective, Spring '19, Spring '20
- Marketing Management, EWMBA core, Fall '15, Fall '16, Fall '17, Fall '19
- Digital Marketing, EMBA elective, Summer '14
- Social Media Marketing (Hybrid online/classroom), MBA/EWMBA, Fall '13, Fall '14
- Social Media Marketing, International Marketing Programme, INSEAD, May/Dec '12
- Social Media Marketing, MBA/EWMBA, Fall '11, Fall '12
- Marketing Strategy, EWMBA, Fall '09, Fall '10, Fall '11, Fall '12
- B2B Marketing, MBA, Fall '08