

Zsolt Katona - Curriculum Vitae

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LAST UPDATE: JANUARY, 2018

ACADEMIC POSITIONS

Cheryl and Christian Valentine Associate Professor, Haas School of Business, UC Berkeley, 2017-
Faculty Director, Fisher Center for Business Analytics, Haas School of Business, UC Berkeley, 2016-
Associate Professor (with tenure), Haas School of Business, UC Berkeley, 2014-2017
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

Zsolt Katona, Jonathan Knee and Miklos Sarvary. 2017. "Agenda Chasing and Contests among News Providers", **48**(3) 783-809, *RAND Journal of Economics*
Peter Zubcsek, Zsolt Katona and Miklos Sarvary. 2017. "Predicting Mobile Advertising Response Using Consumer Co-Location Networks", **81**(4) 109-126, *Journal of Marketing*
Ganesh Iyer and Zsolt Katona. 2016. "Competing for Attention in Social Communication Markets", **64**(8) 2304-2320, *Management Science*
Zsolt Katona. 2015. "Democracy in Product Design: Consumer Participation and Differentiation Strategies", **13** (4) 359-394, *Quantitative Marketing and Economics*
Peter Zubcsek, Imran Chowdhury, and Zsolt Katona. 2014. "Information Communities: The Network Structure of Communication", **38** 50-62, *Social Networks*
Zsolt Katona and Miklos Sarvary. 2014. "Maersk Line: B2B Social Media - 'It's Communication, Not Marketing'", **56** (3) 142-156, *California Management Review*
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*
- 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.
- 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," *Journal of Consumer Research*, **36** (June) 122-136
Won the 2006 Association for Consumer Research Best Working Paper Award
- 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.
- 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 l containing two common elements," *Discrete Mathematics* **226** (2001) 233-241.

WORK IN PROGRESS

- “Ad Blocking” (with Aleksandr Gritckevich and Miklos Sarvary)
- “The Impact of Curation Algorithms on Social Network Content Quality and Structure” (with Ron Berman)
- “Quality Score that Makes You Invest” (with Yi Zhu)
- “Real or Fake: Managing User Authenticity in Ad Auctions” (with Xin Chen and Yi Zhu)
- “Competing for Influencers in a Social Network”
- “Quality and Advertising in a Vertically Differentiated Market” (with Dominique Lauga and Elie Ofek)

CONFERENCE PRESENTATIONS AND INVITED TALKS

- “The Impact of Curation Algorithms on Social Network Content Quality and Structure”
 - 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

- 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

- Associaite Editor, *Management Science*
- Editorial Board, *Marketing Science*, *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*, *Statistics and Probability Letters*, *Discrete Mathematics*, *Random Structures and Algorithms*
- Co-chair of the 2010 and 2016 Summer Institute in Competitive Strategy (SICS)

TEACHING

MATERIALS

- 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

- Marketing Management, EWMBA core, Fall '15, Fall '16, Fall '17
- 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