

PETER PAL ZUBCSEK

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Department of Marketing
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Education

2006 - 2010: Ph.D. in Management, **INSEAD**
Department: Marketing

2004 - 2006: Ph.D. student in Computing Science, **Simon Fraser University** (unfinished)
Department: School of Computing Science
Focus : Computational Complexity

1998 - 2003: M.Sc., Technical Informatics, **Budapest University of Technology and Economics**
Department: Electrical Engineering and Informatics
Focus : Infocommunicational Services

Academic Positions

2016 - present: Senior Lecturer, **Tel Aviv University**
2010 - 2016: Assistant Professor of Marketing, **University of Florida**

Refereed Papers

Zubcsek, Peter Pal and Zsolt Katona and Miklos Sarvary (2017): “Predicting Mobile Advertising Response Using Consumer Colocation Networks” (in *Journal of Marketing* 81(4), pp. 109–126)

Cooke, Alan D. J. and Peter Pal Zubcsek (2017): “The Connected Consumer: Connected Devices and the Evolution of Customer Intelligence” (in *Journal of the Association for Consumer Research* 2(2), pp. 164–178)

Grewal, Dhruv and Yakov Bart and Martin Spann and Peter Pal Zubcsek (2016): “Mobile Advertising: A Framework and Research Agenda” (in *Journal of Interactive Marketing* 34, pp. 3–14). Award for the Best Paper published in the Journal of Interactive Marketing in 2016, Winner.

Stephen, Andrew and Peter Pal Zubcsek and Jacob Goldenberg (2016): “Lower Connectivity Is Better: The Effects of Network Structure on Redundancy of Ideas and Customer Innovativeness in Interdependent Ideation Tasks” (in *Journal of Marketing Research* 53(2), pp. 263–279)

Wilcox, Keith and Juliano Laran and Andrew Stephen and Peter Pal Zubcsek (2016): “How Being Busy Can Increase Motivation and Reduce Task Completion Time” (in *Journal of Personality and Social Psychology* 110(3), pp. 371–384)

Zubcsek, Peter Pal and Imran Chowdhury and Zsolt Katona (2014): “Information Communities: The Network Structure of Communication” (in *Social Networks* 38, pp. 50–62)

Zubcsek, Peter Pal and Miklos Sarvary (2011): “Advertising to a Social Network” (in *Quantitative Marketing and Economics* 9(1), pp. 71–107)

Katona, Zsolt and Peter Pal Zubcsek and Miklos Sarvary (2011): “Network Effects and Personal Influences: The Diffusion of an Online Social Network” (in *Journal of Marketing Research* 48(3), pp. 425–443). 2016 O’Dell Award, Finalist

Work in Progress

Cooke, Alan D. J. and Peter Pal Zubcsek: “The Promise and Peril of Behavioral Consumer Research Using Mobile Devices”

Crolic, Cammy and Peter Pal Zubcsek and Andrew Stephen and Jacob Goldenberg: “To Target Birds of a Feather? An Experimental Investigation of the Moderating Role of Network Assortativity on the Diffusion Process”

Pundak, Chen and Alan D. J. Cooke and Peter Pal Zubcsek: “Time-of-Day Effects on Consumer Choice”

Stephen, Andrew T. and Gillian T. Brooks and Cammy Crolic and Peter Pal Zubcsek: “How does social media use affect consumer well-being?”

Zubcsek, Peter Pal and Alan D. J. Cooke and Keith Wilcox: “Is Anyone Paying Attention? An Experimental Investigation of Mobile Display Advertising Effectiveness”

Zubcsek, Peter Pal and Tuan Q. Phan and Xuesong Lu: “Homophily *and* Influence: Pricing to Harness Word-of-Mouth on Social Networks”

Major Presentations

Cooke, Alan and Peter Pal Zubcsek: “Creating Customer Intelligence Through Ubiquitous Communication”

- *AMA Winter Educators Conference*, New Orleans, LA, February 2018 (presenter: Alan Cooke)

Cooke, Alan and Peter Pal Zubcsek: “Behavioral Science Research on and with Mobile Devices”

- *Interactive Marketing Research Conference*, Amsterdam, Netherlands, March 2018
- *Marketing Science Conference*, Baltimore, MD, June 2015
- *EMAC Annual Conference*, Leuven, Belgium, May 2015
- *Marketing Research Seminar*, Ludwig Maximilians University, Munich, Germany, November 2014

Stephen, Andrew T. and Gillian T. Brooks and Cammy Crolic and Peter Pal Zubcsek: “How does social media use affect consumer well-being?”

- *AMA Winter Educators Conference*, New Orleans, LA, February 2018

Phan, Tuan Q. and Peter Pal Zubcsek and Xuesong Lu: “Homophily *and* Influence: Pricing to Harness Word-of-Mouth on Social Networks”

- *Oxford Saïd Marketing Camp*, University of Oxford, June 2017
- *14th ZEW Conference on the Economics of Information Communication Technologies*, Mannheim, Germany, June 2016
- *Marketing Research Seminar*, University of Cambridge, December 2015
- *Marketing Research Seminar*, HEC Paris, November 2015
- *Marketing Research Seminar*, University of Mannheim, November 2015
- *Marketing Research Seminar*, University of Michigan, September 2015
- *Summer Institute in Competitive Strategy*, Berkeley, CA, July 2015
- *Marketing Research Seminar*, Hebrew University of Jerusalem, June 2015
- *Marketing Research Seminar*, University of Zurich, May 2015
- *Industrial Engineering and Management Research Seminar*, Technion, December 2014
- *Marketing Science Conference*, Atlanta, June 2014
- *Workshop on Information in Networks*, New York, October 2013

Zubcsek, Peter Pal and Zsolt Katona and Miklos Sarvary: “Social and Location Effects in Mobile Advertising”

- *ACR North American Conference*, New Orleans, LA, October 2015
- *Marketing Research Seminar*, Tel Aviv University, July 2015
- *AMA Winter Educators Conference*, San Antonio, TX, February 2015
- *12th ZEW Conference on the Economics of Information Communication Technologies*, Mannheim, Germany, June 2014
- *MSI conference on Marketing in a Multi-Channel and Multi-Screen World*, Dallas, TX, May 2014
- *Marketing Research Seminar*, University of Pittsburgh, March 2014
- *Mapping Mobile @ NYU Stern*, New York, November 2013 (presenter: Miklos Sarvary)
- *Marketing Science Conference*, Istanbul, July 2013

Bart, Yakov and Dhruv Grewal and Bharti Mishra and Martin Spann and Peter Pal Zubcsek: “Mobile Advertising: A Framework and Research Agenda”

- *Thought Leadership Conference on Mobile Marketing and its Implications for Retailing* (College Station, TX), January 2015 (invited)

Stephen, Andrew and Jacob Goldenberg and Peter Pal Zubcsek: “Using Social Networks to Improve Product Ideation”

- *Marketing Research Seminar*, Ben Gurion University, Israel, December 2015
- *AMA Winter Educators Conference*, San Antonio, TX, February 2015 (presenter: Andrew Stephen)
- *ECMI-AMA-EMAC Marketing & Innovation Symposium*, Rotterdam, Netherlands, May 2014
- *Workshop on Crowdsourcing and Online Behavioral Experiments*, Philadelphia, PA, June 2013
- *Marketing Research Seminar*, IDC Herzliya, Israel, December 2012
- *Marketing Research Seminar*, Instituto de Empresa, Madrid, Spain, November 2012
- *DMEF Research Summit*, Las Vegas, October 2012 (presenter: Andrew Stephen)
- *ACR North American Conference*, Vancouver, Canada, October 2012 (presenter: Andrew Stephen)
- *Workshop on Information in Networks*, New York, October 2012
- *Marketing Science Conference*, Boston, June 2012
- *Marketing Research Seminar*, Hebrew University of Jerusalem, March 2012
- *Information Systems Research Seminar*, National University of Singapore, December 2011
- *Marketing Research Seminar*, University of Maryland, November 2011

Zubcsek, Peter Pal and Miklos Sarvary: “Direct Marketing on a Social Network”

- *Marketing Research Seminar*, Hebrew University of Jerusalem, January 2010
- *Marketing Science Conference*, Vancouver, 2008
- *INSEAD-HEC-ESSEC Conference on Marketing*, INSEAD, 2008

Katona, Zsolt and Peter Pal Zubcsek and Miklos Sarvary: “Network Effects and Personal Influences: The Diffusion of an Online Social Network”

- *Marketing Research Seminar*, Hebrew University of Jerusalem, March 2011
- *Workshop on Information in Networks*, New York, 2010
- *Marketing Research Seminar*, Rotterdam School of Management, April 2010
- *Marketing Science Conference*, Singapore, 2007

Zubcsek, Peter Pal and Imran Chowdhury and Zsolt Katona: “Information Communities: The Network Structure of Communication”

- *Marketing Science Conference*, Houston, 2011
- *Academy of Management Annual Meeting*, Anaheim, August 2008 (presenter: Imran Chowdhury)
- *EGOS Colloquium*, Amsterdam, July 2008 (presenter: Imran Chowdhury)

Zhang, Kaifu and Peter Pal Zubcsek: “Community Leaders or Entertainment Workers? Incentivizing Content-Generation in Social Media”

- *Marketing Science Conference*, Cologne, Germany, 2010

Academic Service

Conference Organization

Associate Editor (Marketing Analytics, Metrics, and Performance), *American Marketing Association Winter Marketing Educators' Conference* (New Orleans, LA), 2018

Member, Program Committee, *Fourth Annual Workshop on Crowdsourcing and Online Behavioral Experiments (COBE 2016)*, a workshop at WWW 2016, Montreal, Canada

Reviewer, *EMAC 2016 Conference* (Oslo, Norway)

Track Co-Chair, Social Media and Digital Marketing, *American Marketing Association Winter Marketing Educators' Conference* (San Antonio, TX), 2015

Session Chair, *SICS*, Berkeley, 2009

Ad-hoc Reviewing

Journal of Consumer Research, 2018 - present

Journal of Interactive Marketing, 2018 - present

MSI Clayton Dissertation Proposal Competition, 2016

International Journal of Research in Marketing, 2014 - present

Journal of Marketing Research, 2013 - present

Information Systems Research, 2011 - present

Quantitative Marketing and Economics, 2011 - present

Marketing Science, 2010 - present

Management Science, 2010 - present

Computational and Mathematical Organization Theory, 2015

Journal of Consumer Psychology, 2014

SIAM Journal on Discrete Mathematics, 2006

Teaching

Data Analysis in Marketing, MBA

Pricing Policy, MBA

Marketing Management, BA

Professional Affiliations

American Marketing Association, 2010-11, 2015-16, 2018-19

EMAC, 2015

INFORMS, 2010-

INFORMS Society for Marketing Science, 2010-

Awards and Honors

Award for the Best Paper published in the Journal of Interactive Marketing in 2016, Winner.
MSI Research Grant, “Social media consumption: Advancing our understanding of how people use social media and how it impacts their wellbeing” (\$5,000), 2017-20
O’Dell Award, Finalist, 2016
MSI Research Award, “mLab: A Collaborative Mobile Research Lab” (\$10,385), 2016
MSI Research Award, “Impact of Mobility” Research Proposal Contest, (\$14,300), 2013
MSI Research Award, “Ideas” Challenge, (\$40,000), 2012
MSI Research Award, “Innovation” Research Proposal Contest, (\$20,000), 2011
AMA Sheth Foundation Doctoral Consortium Fellow, INSEAD, 2009
Sasakawa Young Leaders Scholarship, INSEAD, 2008/2009
SFU FAS Graduate Fellowship, Summer 2006
SFU CS Graduate Fellowship, Spring 2006
SFU CS Graduate Fellowship, Summer 2005
1st prize, Mathematics Contest for Electrical Engineering and Informatics Students, BUTE, 1999
3rd place, annual Israeli-Hungarian Mathematics Contest, Haifa, Israel, 1998
2nd prize (*silver medal*), 39th International Mathematical Olympiad, Taipei, Taiwan ROC, 1998

Professional Experience

2005 - 2006 : Research Assistant, **Simon Fraser University** (departments of Computing Science (Spring 2005, Spring & Summer 2006) and Accounting (Spring & Summer 2006))
2004 - 2006 : Web software developer, **Global Market Insite, Inc.**, Vancouver, BC, Canada
2001 - 2004 : Research Assistant - Web software developer,
MTA SZTAKI Center for Internet Technologies and Applications (Member of the Global Market Insite, Inc. team), Budapest, Hungary
Developing data manipulating tools in PHP over MySQL, and researching on economic data storage structures