

Zsolt Katona

Cheryl and Christian Valentine Professor at Haas School of Business, University of California, Berkeley

Berkeley, CA, US

About

Zsolt Katona is Cheryl and Christian Valentine Professor at the Haas School of Business. Katona joined Berkeley Haas in 2008 as an assistant professor of marketing. His research focuses on online marketing strategy, networks, and social media. He studies how firms can better take advantage of new digital technologies and how they can integrate them into their marketing mix. Katona is faculty director of the Fisher Center for Business Analytics at the Haas School. He was named a Marketing Science Institute Scholar awardee and was a Barbara and Gerson Bakar Faculty Fellow. He is associate editor of the journals Management Science and Marketing Science, and serves on the editorial board of the International Journal of Research in Marketing. Before joining Berkeley Haas, Katona received his PhD in management (marketing) from INSEAD. He also holds a PhD in computer science and an MSc in Mathematics, Eotvos Lorand University, Hungary.

Areas of Expertise

Online Marketing, Search Advertising, Network Economics, Social Networks

Selected External Service & Affiliations

Ad-hoc reviewer: Marketing Science; Journal of Marketing Research

Positions Held

At Haas since 2008

2014 ? 2017, Associate Professor, Berkeley Haas 2008 ? 2014, Assistant Professor, Berkeley Haas

Education

INSEAD

PhD Management (Marketing)

Eotvos Lorand University, Hungary

PhD Computer Science

Eotvos Lorand University, Hungary

MSc Mathematics

Honors & Awards

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

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