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MARKETING MANAGEMENT

ARTICLES IN SCHOLARLY JOURNALS

VARGA M., ALBUQUERQUE P.

The Impact of Negative Reviews on Online Search and Purchase Decisions

Journal of Marketing Research, 2024, vol.61, no. 5, pp.803-820

ELEK P., VÁRADI B., VARGA M.

Effects of Geographical Accessibility on the Use of Outpatient Care Services: Quasi-Experimental Evidence from Panel Count Data

Health Economics, 2015, vol.24, no. 9, pp.1131-1146

VARGA M.

The effect of education, family size, unemployment and childcare availability on birth stopping and timing

Portuguese Economic Journal, 2014, vol.13, no. 2, pp.95-115
