

Thesis Supervision

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Master's Theses

2018

- Does Advertising Respond to Consumer Sentiment? Evidence from the Film Industry
- The Impact of Social Media Generated Word of Mouth on the Demand for Movies
- The Impact of Word of Mouth on the Demand for Experience Goods: An Empirical Analysis

2015

- Product Bundling with Mutlidimensional Consumer Search

Bachelor's Theses

2018

- An Emprical Analysis of Pre-release Word of Mouth on New Product Performance
- Social Spillovers and Consumer Learning in the Movie Industry

2016

- How does Television Effect Family Outcomes?
- Advertising Strategies in Oligopolstic Markets: When and Where to Advertise

2015

- The Economics of Net Neutrality: An Application to the U.S. Policy Debate
- Pulsing Advertising Content: An Empirical Analysis of the Hungarian Mobile Market