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## Zsuzsanna Vargha

### Education

Columbia University, New York, NY

*Ph.D. candidate*, Department of Sociology, Fall 2002–present, Ph.D. expected October 2009

*M.Phil.* in Sociology, October 2005

*M.A.* in Sociology, October 2004

Budapest Corvinus University, Budapest, Hungary

*M.Sc.* in Economics, specialization in Actuarial Sciences, July 2001

*B.A.* in Economics, July 1998

### Dissertation

Technologies of persuasion: personal selling and the production of markets in consumer finance  
Gil Eyal (sponsor), Peter Bearman, David Stark

### Publications, working papers

“Educate or serve: the paradox of ‘professional service’ and the image of the west in legitimacy battles of post-socialist advertising.” Article accepted for publication in *Theory and Society*.

“Markets from interactions: the technology of mass personalization in consumer banking.” Manuscript. January 2009.

### Presentations

“Markets from interactions: the technology of mass personalization in consumer banking.” Invited talk. UC Davis Graduate School of Management. March 16, 2009

“Markets from personas: selling financial products by matching profile and person.” Economic Sociology Regular Session “Social Categories, Market Identities.” *Annual Meeting of the American Sociological Association*. Boston, August 1-4, 2008.

“Educators or postmoderns: using the West in the struggles of a post-socialist advertising profession.” Work and Occupations Regular Session “Professions and Organizations.” *Annual Meeting of the American Sociological Association*. Philadelphia, August 13-16, 2005.

“Calculated fortune: the production of consumer identities in financial consulting.” Section on Socio-Economic Theory: Market interactions. “*What Counts? Calculation, Representation, Association.*” *17th Annual Meeting on Socio-Economics (SASE 2005)*. Central European University and Corvinus University of Budapest. Budapest, June 30-July 2, 2005.

## Awards

Max Planck Institute for the Study of Societies, Postdoctoral Research Fellowship 2009-2010  
Global Public Policy Network Research Fellowship, London School of Economics, Centre for Analysis of Risk and Regulation, Summer 2009  
Small research grant for Graduate Fellows, ISERP, Columbia University, 2009  
Mellon Interdisciplinary Graduate Fellows Program, Institute for Social and Economic Research and Policy, Columbia University, 2007–2009  
Paul F. Lazarsfeld Fellowship, Department of Sociology, Columbia University, 2002–2007  
Research fellow, Hungarian National Science Foundation (OTKA), Hungary, 2002-2005  
PepsiCo Fellowship for Travel/Research in the Former Soviet Union and East Central Europe, The Harriman Institute, Columbia University, Spring 2006, Summer 2005 and 2004  
Cornerhouse Conference Travel Fund, Dept. of Sociology, Columbia U., 2005 and 2004  
Summer Research Fellowship, Dept. of Sociology, Columbia University, 2004 and 2003  
Erasmus European Union Exchange Student Grant, Katholieke U. Leuven, Belgium, Fall 1999  
European Public Administration Grant (EKKÖ), Prime Minister's Office, Hungary, 1998-1999

## Teaching experience

Department of Sociology, Columbia University  
*Teaching Assistant*, 2003 – 2007

Senior thesis writing seminar (two semesters), Thomas DiPrete

Advised sociology major thesis projects, through progress reports and individual consultation.

Creation and Career in Art Worlds, Harrison White

Research-focused seminar. Advised students on field research projects in the arts; helped create exam and take-home assignments.

Sociological Imagination, Shamus Khan

Large introductory lecture course. Graded weekly in-class tests and weekly response papers.

Political Sociology, Karen Barkey

Advanced lecture course primarily for sociology majors. Held review sessions before exams, graded exams and take-home essays, helped in determining final grades.

Sociological Theory, Gil Eyal

Graduate required course. Consulted students and managed course website.

Mass Media and Popular Culture, Jeffrey Olick

Large lecture course. Held review sessions before exams, helped create exams, graded exams and final papers, managed course website.

## Research experience

Networks of Expertise and the Autism Spectrum, Columbia University

*Research assistant*, 2008 – 2009

Principal Investigator: Gil Eyal. Carried out comparative analysis of Special Education due process hearings, with basic instruction from PI. Prepared report on autism in Hungary.

Gerald McDermott, Management, Wharton School, University of Pennsylvania

*Research assistant*, Summer 2003

Prepared report on banking regulation, crises and consolidation in post-socialist Hungary

Budapest Corvinus University, College of Social Theory, Budapest, Hungary

*Research fellow*, 2002–2005

Project “Cultures of Consumption” funded by the Hungarian National Science Foundation (OTKA). Designed and carried out project on advertising and marketing producers (with a research partner); designed projects (with research team): use of shopping spaces and moral debates on consumption; organized interviews, participant observation and focus groups.

*Research assistance, other*: anthropology and history

Gail Kligman and Katherine Verdery, Russell Sage Foundation, Winter 2004

Prepared Hungarian interview abstracts in English, for project on the collectivization of property in Romania’s Communist transition

Victoria de Grazia, History, Columbia University, Summer 2003

Prepared report on “socialist consumerism” for the book *Irresistible Empire*

## **Work experience**

Hungarian Office of Economic Competition (Gazdasági Versenyhivatal), Budapest, Hungary

*Economist*, 2001 – 2002

Researched competition theory and antitrust policy; contributed to Office's Annual Report to the Parliament of Hungary; taught undergraduate-level Microeconomics for non-economists.

Aviva Életbiztosító Zrt. (Aviva Life Insurance Co., previously: MÉBIT), Budapest, Hungary

*Actuary*, 2000 – 2001

Prepared market analyses, developed life insurance products, reported on the policy portfolio, prepared reports for the sale and merger of the company.

## **Organizational experience**

“The Present and Future of Consumer Studies,” First mini-conference of the Consumption Studies Research Network, Barnard College, New York

*Session chair, Organizing committee member*, August 10, 2007

“Categories,” Columbia University Graduate Student Conference, New York

*Principal organizer*, October 22, 2004

Graduate students from the U.S. presented their work, discussed by faculty at Columbia.

Sociology Graduate Student Advisory Council, Sociology Department, Columbia University

*Student Representative*, 2004

Elected post to represent graduate students towards faculty. Participated in faculty meetings, organized graduate student involvement in the recruitment of prospective students.

## **Membership**

American Sociological Association

Academy of Management

Center for Organizational Innovation, Columbia University

Society for the Advancement of Socio-Economics

Society for the Social Studies of Science

Consumer Studies Research Network (CSRN)

**Reviewer**

American Journal of Sociology