

Business and the faculty lead

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Miklos' broad research agenda focuses on media and information marketing. His most recent papers study ad blocking, online marketplace design and content bundling on social media. Previously, he worked on user-generated content, online/mobile advertising and media and telecommunications competition. Prior to joining Columbia, Miklos was the Deputy Dean for Executive Development Programs at INSEAD. He has taught executive courses and consulted in various parts of the world for large corporations, including IBM, INTEL, Nokia, Alcatel, Samsung, Pearson, McKinsey & Co., Dun & Bradstreet and PwC. Miklos also served on the faculty of the Harvard Business School and the Graduate School of Business at Stanford University. He studied physics in Hungary's Eotvos Lorand University, earned an MS in Statistics from Ecole Nationale Supérieure des Mines de Paris and a Ph.D. in Management from INSEAD. Prior to becoming an academic, he worked for IBM.