

Zsombor Zrubka, MD MBA PhD



Zsombor is an associate professor, general director of University Research and Innovation Center and head of the HECON – Health Economics Research Center at Obuda University, Budapest, Hungary. He is a medical doctor, with and MBA from Oxford Brookes University, UK and PhD in health economics from Corvinus University of Budapest. Prior his academic career, he has 17 years' experience in the pharmaceutical industry including international management roles at Pfizer, and Egis Pharmaceuticals.

As of November 2024, Zsombor has been the author / co-author of 68 scientific articles in peer-reviewed journals. (Scimago D1: 26, Q1:16, Q2: 13). According to the Hungarian academic database MTMT, the number of his total citations is 985, his Hirsch-index is 16 and his cumulative impact factor is 205.4. He is supervising seven PhD students, three of them in English language. Zsombor has developed and led PhD, MSc and BSc level courses related to health economics, evidence synthesis, and innovation theory.

Zsombor is a founding member of the Innovation Management Doctoral School at Obuda University, secretary of the Health Economic Section, and founding member of the Innovation Section of the Hungarian Economic Association. He used to lead the EcoAction project at Obuda University, an international consortium on building university innovation ecosystems, leads an NKFIH Mecenatura grant, and contributes to the 2021-2025 Thematic Excellence Program: Evaluation of Digital Medical Devices: Efficacy, Safety and Societal Benefits. He is the chair of the Digital Health Special Interest Group and member of the Health Policy and Science Council of ISPOR, the leading global professional society in health economics and outcomes research. His publication won the Markusovszky Lajos prize in 2024, he received the Distinguished Service Award from ISPOR in 2024, and he won 2nd Prize in the 2021 thesis competition of the European Doctoral Programmes Association in Management and Business Administration (EDAMBA).

Zsombor's research focuses on the health economic evaluation of innovative health technologies, the measurement of health outcomes, and the synthesis of scientific evidence. His particular interest lies in the impact of digital health technologies and artificial intelligence in health care.

His Google Scholar profile is available at:

<https://scholar.google.hu/citations?user=Aos-sEIAAAAJ&hl=hu>

His MTMT profile is available at:

<https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=10059860>