November 23, 2026

University Day



Dr Zsombor János Zrubka, MD, PhD, MBA, is an Associate Professor at Obuda University, Hungary, with an extensive interdisciplinary background in medicine, health economics, healthcare innovation, and the pharmaceutical industry. He graduated in General Medicine from Semmelweis University, obtained an MBA from Oxford Brookes University in 2006, and earned his PhD from Corvinus University of Budapest in 2019. His academic and research interests include health economics, health policy and financing, digital health, healthcare innovation, and the economic and societal impact of biotechnology and emerging healthcare technologies.

Before pursuing his academic career, Dr Zrubka gained substantial international experience in the pharmaceutical industry, holding various managerial and senior marketing positions at leading multinational companies, including Pfizer, Egis, and Sandoz. His professional responsibilities covered international business development, pharmaceutical marketing, biotechnology, oncology, and hospital business management. He also worked in international roles in Germany, the United Kingdom, and France, gaining valuable experience in the European pharmaceutical market.

At Obuda University, Dr Zrubka is an Associate Professor and Secretary of the Scientific Council. He has previously held academic and research positions at Corvinus University of Budapest, where he was involved in teaching, curriculum development, and research activities in health economics. His research has addressed the economic and social benefits of digitalisation in healthcare and biotechnology, as well as the evaluation of healthcare innovations and their impact on society. He has participated in national and international research initiatives, contributed to scientific publications, and supervised doctoral and student research. He is also a member of the International Society for Pharmacoeconomics and Outcomes Research (ISPOR), including its Digital Health Special Interest Group, and regularly contributes as a reviewer to international scientific journals.

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Where Is Health Economics Heading in the Age of Artificial Intelligence?

Health is precious—a statement with which almost everyone would agree. Today, an ever-growing range of technologies is available to protect our health and treat diseases. Alongside conventional pharmaceuticals, innovations in biotechnology, gene therapy, robotics, digital medical devices, and artificial intelligence are increasingly competing for healthcare resources. The impact of these technologies often extends beyond health itself: they may also influence patients' ability to work, social relationships, and broader well-being. At the same time, we must increasingly consider the effects of agriculture, industrial activities, and climate change on human health.

Is the current methodological toolkit of health economics equipped to account for all these effects and support the efficient and equitable allocation of resources? How can artificial intelligence contribute to this task, and how much confidence can we place in the results it generates? How can we ensure the reliability of research findings? What new research challenges does health economics face in the age of artificial intelligence? In my lecture, I will explore these questions by presenting the findings of my research to date and outlining the main directions of my planned research under the Excellence Researcher Starting Grant.

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