

KORAY COSGUNER

Assistant Professor of Marketing

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Kelley School of Business
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Professional Experience

Assistant Professor of Marketing

Kelley School of Business, Indiana University, Bloomington, IN 2018 –

Robinson College of Business, Georgia State University, Atlanta, GA 2013 – 2018

Educational Background

Ph.D. in Marketing, Washington University in St. Louis 2008 – 2013

M.A. in Economics, Koc University 2006 – 2008

B.S. in Industrial Engineering, Bilkent University 1999 – 2004

Research Interests

Topics Studied: Empirical Industrial Organization, Inter-temporal Dynamics in Consumers' Choices, Decoy Effect, Static and Dynamic Pricing, Retail Distribution, Firm Competition, New Product Diffusion, Trade Promotions, Email Marketing, Emerging Markets

Methods Used: Static and Dynamic Structural Models, Regression Models, Choice Models, Count Models, Hazard Models, Diffusion Models, Hidden Markov Models, Copula Models, Dynamic Linear Models, Computational Game Theory

Publications

Koray Cosguner and Seethu Seetharaman (2022) – *Equal Authorship*, “Dynamic Pricing for New Products Using a Utility-Based Generalization of the Bass Diffusion Model,” *Management Science* 68(3): 1904-1922.

Sharma Amalesh, Koray Cosguner, Tarun Sharma, Manoj Motiani (2021), “Channel Intermediaries and Manufacturer Performance: An Exploratory Investigation in an Emerging Market,” *Journal of Retailing* 97(4): 639-657.

Wu Chunhua and Koray Cosguner (2020), “Profiting from the Decoy Effect: A Case Study of an Online Diamond Retailer,” *Marketing Science* 39(5): 974-995.

Sharma Amalesh, V. Kumar, and Koray Cosguner (2019) – *Equal Authorship*, “Modeling Emerging Market Firms’ Competitive Retail Distribution Strategies,” *Journal of Marketing Research* 56(3): 439-458.

Cosguner Koray, Tat Y. Chan, and Seethu Seetharaman (2018), “Dynamic Pricing in a Distribution Channel in the Presence of Switching Costs,” *Management Science* 64(3): 1212-1229.

Zhang Xi, V. Kumar, and Koray Cosguner (2017) – *Equal Authorship*, “Dynamically Managing a Profitable Email Marketing Program,” *Journal of Marketing Research* 54(6): 851-866.

- *Winner of the Best Paper Award, Digital Marketing Track at 2015 AMA Summer Marketing Educators' Conference Proceedings, Chicago, IL.*
- [Click Here](#) for the practitioner piece published at *AMA Scholarly Insights*.

Cosguner Koray, Tat Y. Chan, and Seethu Seetharaman (2017), “Behavioral Price Discrimination in the Presence of Switching Costs,” *Marketing Science* 36(3):426-435.

- [Click Here](#) for the practitioner piece written by *Marketing Science Ambassador Ciju Nair*.

Working Papers

Winning with Packaging: When Does Repackaging Elevate Sales? (with Baris Depecik and Vivek Astvansh) – *Targeted for Marketing Science*.

Dynamic Price Competition in Variety Seeking Markets (with Seethu Seetharaman, Tat Y. Chan and Taylor

Bentley) – *Targeted for Management Science*.

Identifying Unobserved Similarity: Estimating a Flexible EBA Model with Standard Marketing Data (with Seethu Seetharaman and Taylor Bentley) – *Targeted for Journal of Marketing*.

Work in Progress

Optimal Discount Strategies at the Retail Format Level: Role of Salesperson Effectiveness (with Amalesh Sharma and Baris Depecik) – *Targeted for Journal of Marketing*.

Dynamic Price Competition in the Presence of Reference Price Effects (with Dong Wook Chae) – *Targeted for Marketing Science*.

The Effect of Shopping Cart Items on Consumer Purchase Funnel – A Structural Econometric Analysis (with Young-Hoon Park and Jialie Chen) – *Targeted for Marketing Science*.

Markups of Auto Loans Amid the 2008 Recession (with Cheng He) – *Targeted for Marketing Science*.

How do NFL Sponsorship Deals Affect Sales? (with Baris Depecik) – *Targeted for Journal of Marketing Research*.

Teaching Experience

Empirical Modeling of Consumer & Firm Decisions (Ph.D.), IU	<i>Scheduled for 2022</i>
Marketing Analytics (Undergraduate), IU (6.0/7.0)	<i>2019-2021</i>
Marketing Research (Undergraduate), GSU (4.9/5.0)	<i>2013-2018</i>
Direct Marketing (Undergraduate), GSU (4.0/5.0)	<i>2014</i>
Structural Modeling, (Ph.D.), GSU (5.0/5.0)	<i>2013, 2015</i>

Invited Seminar Presentations

Yale University	<i>2012</i>
Carnegie Mellon University	<i>2012</i>
Georgia State University	<i>2012</i>
Rice University	<i>2012</i>

Johns Hopkins University	2012
Emory University	2012
University of Alberta	2012
HEC Paris	2012
Koc University	2012
Sabanci University	2012
Ozyegin University	2012
Temple University	2016
Indiana University	2017
University of Pittsburgh	2017
University of Southern California	2017
Dartmouth College	2017

Conference Presentations/Participations

Winter AMA 2023 (Track Chair of Data Science and Methods Session)	<i>Scheduled for 2023</i>
21 st International Business Congress (Keynote Speaker)	<i>Scheduled for 2022</i>
Frontiers in Empirical Marketing	2018, 2019
Marketing Science Conference	2011, 2014, 2017
Georgia Research Symposium	2016-2018
Haring Symposium	2018-2020

Awards and Honors

Best Paper Award, Digital Marketing Track at 2015 Summer AMA, Chicago, IL	2015
AMA Sheth Foundation Doctoral Consortium Fellow	2012
Hubert C. Moog Scholar, Washington University in St. Louis	2012
Doctoral Fellowship, Ph.D. Program, Washington University in St. Louis	2008-2013
Full Scholarship, Scientific and Technological Research Council of Turkey	2006-2008
Full Scholarship, M.A. Program, Koc University	2006-2008
Full Scholarship, B.S. Program, Bilkent University	1999-2004

Industry Experience

Finance, Business Analyst, Turkcell Headquarters, Turkey

August, 2004- December, 2005

IT, Business Analyst, Turkcell Headquarters, Turkey

January, 2006- June, 2006

Programming Skills

R, Mathematica (Fluent), Matlab, Stata, SPSS, SAS (Proficient)

Memberships

AMA, INFORMS

Professional Activities

Refereeing for Marketing Science, Management Science, Journal of Marketing, International Journal of Research in Marketing, Product and Operations Management, Information Systems Research, Journal of the American Statistical Association.

Thesis Committees & Student Mentoring

Xi (Alan) Zhang (Committee Member at GSU), Initial Position: U of Toledo, Toledo, OH

Amalesh Sharma (Committee Member at GSU), Initial Position: Texas A&M, College Station, TX

Angeliki Christodouloupoulou (Committee Member at GSU), Initial Position: Cal State, Los Angeles, CA

Jingcun Cao (Committee Member at IU), Initial Position: The University of Hong Kong, Hong Kong

Bahadir Orhan Dogan (Outside Committee Member), Initial Position: U of Oklahoma, OK

Dong Wook Chae (First Year Mentor at IU)

Personal Information

Interests: Swimming, grilling, gardening, hiking, movies, gaming

Family: Married to Angela, and have two sons, Yusuf and Hakan.

Immigration Status: U.S. Citizen

References

Professor Tat Y. Chan, Olin Business School, Washington University, St. Louis, MO, 63130

Phone: (314) 935-6096, E-Mail: chan@wustl.edu

Professor P.B. (Seethu) Seetharaman, Olin Business School, Washington University, St. Louis, MO, 63130

Phone: (314) 935-3574, E-Mail: seethu@wustl.edu

Professor Chakravarthi Narasimhan, Olin Business School, Washington University, St. Louis, MO, 63130

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