

# KORAY COSGUNER

## Associate Professor of Marketing

### John Rau Kelley School of Business Faculty Fellow

#### Home:

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#### Office:

Kelley School of Business  
Indiana University  
1309 E. Tenth Street  
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### Professional Experience

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Associate Professor of Marketing (with Tenure)

Kelley School of Business, Indiana University, Bloomington, IN 2024 –

John Rau Kelley School of Business Faculty Fellow

Kelley School of Business, Indiana University, Bloomington, IN 2025 –

Assistant Professor of Marketing

Kelley School of Business, Indiana University, Bloomington, IN 2018 – 2024

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

### Educational Background

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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

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*Topics Studied:* Empirical Industrial Organization, Switching and Staying Costs, Reference Price Effect, Decoy Effect, Static and Dynamic Pricing, Retail Distribution, Firm Competition, New Product Diffusion, Trade Promotions, E-mail Marketing, Emerging Markets, Product Packaging, Local Economy

*Methods Used:* Causal Inference Models, Static and Dynamic Structural Models, Choice Models, Count Models, Hazard Models, Diffusion Models, Hidden Markov Models, Copula Models, Game Theory

## Publications (UTD Listed Journals)

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1. 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.
2. 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.
3. 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.
4. 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.
5. 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 Summer AMA.
  - [Click Here](#) for the practitioner piece published at AMA Scholarly Insights based on this article.
  - [Click Here](#) for the practitioner piece published by AMA mentioning this article.
6. 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 based on this article.

## Publications (Specialized Marketing Journals)

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1. 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.

## Working Papers

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1. Never Judge a Book by its Cover? Assessing the Impact of Package Changes in the CPG Industry (with Pradeep Chintagunta, Baris Depecik, and Vivek Astvansh) – *Invited for Third-Round Review at **Journal of Marketing Research**.*
2. The Diminishing Local Lens: A Causal Study on Newspaper Closures and Their Economic Consequences through Brand Nationalization (with Alok Saboo and Ritesh Adhyapak) – *Invited for the Second-Round Review at **Management Information Systems Quarterly**.*
3. Dynamic Price Competition in Variety Seeking Markets: Unexpected Welfare Outcomes (with Seethu Seetharaman, Tat Y. Chan, and Taylor Bentley) – *Reject and Resubmit at **Quantitative Marketing and Economics**.*
4. The Mindless Artist: How Do People Evaluate Art Made By A Machine? (Ezgi Ozgen, Baris Depecik, and Jeff Inman) – *In Preperation to Submit to **Journal of Marketing**.*
5. Identifying Unobserved Similarity: Estimating a Flexible EBA Model with Standard Marketing Data and Showing Its Pricing Implications (with Seethu Seetharaman and Taylor Bentley) – *Will Be Submitted in Fall 2025.*

## Work in Progress (at Advanced Stage)

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1. Optimal Discount Strategies at the Retail Format Level: Role of Salesperson Effectiveness (with Amalesh Sharma and Baris Depecik) – *Will Be Submitted in Spring 2026.*
2. Dynamic Price Competition in the Presence of Reference Price Effects (with Dong Wook Chae) – *Will Be Submitted in Spring 2026.*
3. How do NFL Sponsorship Deals Affect Sales? (with Baris Depecik and Gerrit van Bruggen) – *Will Be Submitted in Fall 2026.*

## Work in Progress (at Early Stage)

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

## 2. Markups of Auto Loans Amid the 2008 Recession (with Cheng He)

### Teaching Experience

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Pricing (MBA), IU (6.4/7.0)	2024
Marketing Analytics (Undergraduate), IU (6.7/7.0)	2019-2023
<b>Winner of the IU Trustees Teaching Award (2024)</b>	
Empirical Modeling of Consumer & Firm Decisions (Ph.D.), IU (7.0/7.0)	2022
Marketing Research (Undergraduate), GSU (4.9/5.0)	2013-2018
Direct Marketing (Undergraduate), GSU (4.0/5.0)	2014
Structural Modeling (Ph.D.), GSU (5.0/5.0)	2013, 2015
Lecture on Modeling Dynamic Pricing Games (Ph.D.), Wash U	2012, 2022

### Invited Seminar Presentations

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Yale University	2012
Carnegie Mellon University	2012
Rice University	2012
Emory University	2012
Johns Hopkins University	2012
Georgia State University	2012, 2022
University of Alberta	2012
HEC Paris	2012
Koc University	2012
Sabanci University	2012
Ozyegin University	2012
Temple University	2016
University of Southern California	2017
Dartmouth College	2017
University of Pittsburgh	2017
Indiana University	2017

ADA University	2021
Southern Methodist University	2022
Imperial College London (Keynote Speaker)	2024

## Conference Presentations/Participations

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MISQ Special Issue Workshop	2024
Winter AMA Conference (Chair of “Big Data, AI, and ML Insights” Track)	2024
Winter AMA Conference (Chair of “AI, Models, and Methods” Track)	2023
Summer AMA Conference	2017, 2023
Marketing Dynamics Conference	2022
INFORMS Conference	2022
21 <sup>st</sup> International Business Congress (Distinguished Speaker)	2022
Mittelstaedt & Gentry Doctoral Symposium (IU’s Faculty Representative)	2022
Frontiers in Empirical Marketing Conference	2018, 2019
Marketing Science Conference	2011, 2014, 2017, 2022
Georgia Research Symposium	2016-2018
Haring Symposium	2018-2024

## Awards and Honors

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Winner of the IU Trustees Teaching Award	2024
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, M.A. Program, Koc University	2006-2008
Full Scholarship, B.S. Program, Bilkent University	1999-2004

## Industry Experience

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Finance, Business Analyst, Turkcell Headquarters, Turkey

*August, 2004- December, 2005*

IT, Business Analyst, Turkcell Headquarters, Turkey

*January, 2006- June, 2006*

## Programming Skills

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

## Memberships

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AMA, INFORMS

## Journal Refereeing

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Marketing Science

Management Science

Journal of Marketing Research

Journal of Marketing

International Journal of Research in Marketing

Product and Operations Management

Information Systems Research

Journal of the American Statistical Association

Journal of Business Research

PLOS One

## Thesis Committees & Student Mentoring

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Amalesh Sharma (Committee Member at GSU), Assistant Professor at Texas A&M, College Station, TX

Bahadir Orhan Dogan (Outside Committee Member), Assistant Professor at U of Oklahoma, OK

Xi (Alan) Zhang (Committee Member at GSU), Head of Growth Analytics & Marketing Ops at Cisco

Angeliki Christodouloupoulou (Committee Member at GSU), Assistant Professor at Cal State, LA, CA

Jingcun Cao (Committee Member at IU), Assistant Professor at The U of Hong Kong, Hong Kong  
Ezgi Ozgen (Outside Committee Member at Koc Uni.), Assistant Professor at Sabanci Uni., Turkey  
Dong Wook Chae (Third Year Mentor at IU)

## **Personal Information**

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

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

*Citizenship:* American, Turkish

## **References**

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Tat Y. Chan

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