

# KORAY COSGUNER

## Assistant Professor of Marketing

### Home:

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### Professional Experience

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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

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Ph.D. in Marketing, Washington University in St. Louis Thesis Advisors: Tat Y. Chan and P.B. (Seethu) Seetharaman	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, Inter-temporal Dynamics in Consumers' Choices, Static and Dynamic Pricing, Targeted Pricing, Firm Competition, New Product Diffusion, Email Marketing, Emerging Markets

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

## Publications

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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.

Zhang Xi, V. Kumar, 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 (2018), “Dynamic Pricing in a Distribution Channel in the Presence of Switching Costs,” *Management Science* 64(3): 1212-1229.

## Revision Requested / Under Review Papers

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Price and Distribution Competition in Emerging Markets (with V. Kumar and Amalesh Sharma)

- *Conditionally Accepted at Journal of Marketing Research.*

Ranking as an Imperfect Signal in Sponsored Search Advertising and Its Empirical Implications (with Taylor Bentley, Tat Y. Chan and Young-Hoon Park)

- *Invited for the 2<sup>nd</sup> Round Review at Management Science.*

## Working Papers

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Profiting from the Decoy Effect: The Case of Online Diamond Pricing (with Chunhua Wu)

- *Being prepared for submission to Marketing Science / Management Science.*

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

- *Being prepared for submission to Management Science.*

Dynamic Pricing for New Products: Utility-Based Bass Diffusion Model (with Seethu Seetharaman and Chunhua Wu)

- *Being prepared for submission to Marketing Science / Management Science.*

### **Work in Progress**

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Dynamic Pricing in the Presence of Reference Price Effects (with Tat Y. Chan, Cheng He, Seethu Seetharaman)

- *Analysis in progress.*

### **Teaching Experience**

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Marketing Research (Undergraduate), Georgia State University (4.9/5.0)	2013- 2018
Direct Marketing (Undergraduate), Georgia State University (4.0/5.0)	2014
Structural Modeling, (Ph.D.), Georgia State University (5.0/5.0)	2013, 2015

### **Awards and Honors**

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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, M.A. Program, Turkish National Science Foundation	2006-2008
Full Scholarship, B.S. Program, Bilkent University	1999-2004

### **Invited Seminar Presentations**

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Yale University, Carnegie Mellon University, Georgia State University, Rice University,  
Johns Hopkins University, Emory University, University of Alberta, HEC Paris, Koc  
University, Sabanci University, Ozyegin University

2012

Temple University 2016

Indiana University, University of Pittsburgh, University of Southern California,  
Dartmouth College 2017

### **Conference Presentations/Participations**

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Marketing Science Conference 2011, 2014, 2017

Georgia Research Symposium 2016, 2017, 2018

Haring Symposium 2018

### **Industry Experience**

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**Finance, Business Analyst** August, 2004- December, 2005  
Turkcell Headquarters, Istanbul, Turkey

**Information Technologies, Business Analyst** January, 2006- June, 2006  
Turkcell Headquarters, Istanbul, Turkey

### **Programming Skills**

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R, Mathematica (Fluent)

Matlab, Stata, SPSS, SAS (Proficient)

### **Memberships**

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American Marketing Association (AMA)

Institute for Operational Research and Management Sciences (INFORMS)

### **Thesis Committees**

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

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

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

## Personal Information

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

*Family:* Married to Angela, and have a 4-year old son, Yusuf.

*Immigration Status:* U.S. Citizen

## References

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### **Tat Y. Chan**

Professor of Marketing

Olin Business School

Washington University in St. Louis

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### **P.B. (Seethu) Seetharaman**

W. Patrick McGinnis Professor of Marketing

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### **Chakravarthi Narasimhan**

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