

KORAY COSGUNER

Assistant Professor of Marketing

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Professional Experience

Assistant Professor of Marketing

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

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

Educational Background

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

Thesis Advisors: Tat Y. Chan and P.B. (Seethu) Seetharaman

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, 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

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.

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

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

- Conditionally Accepted at *Journal of Marketing Research*.

Working Papers

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 Generalization of the Bass Diffusion Model (with Seethu Seetharaman and Chunhua Wu)

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

Work in Progress

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

Marketing Science Conference *2011, 2014, 2017*

Georgia Research Symposium *2016, 2017*

Industry Experience

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

R, Mathematica (Fluent)

Matlab, Stata, SPSS, SAS (Proficient)

Memberships

American Marketing Association (AMA)

Institute for Operational Research and Management Sciences (INFORMS)

Thesis Committees

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

Amallesh 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

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

Tat Y. Chan

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Washington University in St. Louis

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P.B. (Seethu) Seetharaman

W. Patrick McGinnis Professor of Marketing

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