

# KORAY COSGUNER

## Assistant Professor of Marketing

[https://www.researchgate.net/profile/Koray\\_Cosguner](https://www.researchgate.net/profile/Koray_Cosguner)

### Home:

3115 S Mulberry Ln

Bloomington, IN 47401

Tel: (812) 778-0074

Email: [kcosgun@iu.edu](mailto:kcosgun@iu.edu)

Web: [koraycosguner.com](http://koraycosguner.com)

### Office:

Kelley School of Business

Indiana University

Hodge Hall - HH 2143

1309 E. Tenth Street

Bloomington, IN 47405

Tel: (812) 855-8967

## 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

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

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*Topics Studied:* Empirical Industrial Organization, Inter-temporal Dynamics in Consumers' Choices, Static and Dynamic 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.

Sharma Amalesh, V. Kumar, Koray Cosguner (2018) – Equal Authorship, “Modeling Emerging Market Firms’ Competitive Retail Distribution Strategies,” forthcoming at *Journal of Marketing Research*.

## Revision Requested / Under Review Papers

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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*.

Profiting from the Decoy Effect: A Case Study of the Online Diamond Marketplace (with Chunhua Wu)

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

## Working Papers

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Dynamic Price Competition in Variety Seeking Markets (with Tat Y. Chan, Seethu Seetharaman and Taylor Bentley) – Targeted for *Management Science*.

Dynamic Pricing for New Products: Utility-Based Bass Diffusion Model (with Seethu Seetharaman and Chunhua Wu) – Targeted for *Marketing Science / Management Science*.

## Teaching Experience

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Marketing Analytics (Undergraduate), Indiana University	2019
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

## 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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Frontiers in Empirical Marketing	2018
Marketing Science Conference	2011, 2014, 2017
Georgia Research Symposium	2016, 2017, 2018
Haring Symposium	2018

## 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

## **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 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), in progress.

## **Personal Information**

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

*Family:* Married to Angela, and have a 5-year old son, Yusuf.

*Immigration Status:* U.S. Citizen

## References

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Professor Tat Y. Chan

Olin Business School, Washington University, St. Louis, MO, 63130

Tel: (314) 935-6096

Email: [chan@wustl.edu](mailto:chan@wustl.edu)

Professor P.B. (Seethu) Seetharaman

Olin Business School, Washington University, St. Louis, MO, 63130

Tel: (314) 935-3574

Email: [seethu@wustl.edu](mailto:seethu@wustl.edu)

Professor Chakravarthi Narasimhan

Olin Business School, Washington University, St. Louis, MO, 63130

Tel: (314) 935-6313

Email: [narasimhan@wustl.edu](mailto:narasimhan@wustl.edu)