

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

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, 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

Sharma Amalesh, V. Kumar, 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, 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*.

Revision Requested / Under Review Papers

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 2nd Round Review at Management Science.*

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

- *Invited for the 2nd Round Review at Marketing Science.*

Working Papers

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

Teaching Experience

Marketing Analytics (Undergraduate), Indiana University (6.2/7.0)	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

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

Frontiers in Empirical Marketing	2018
Marketing Science Conference	2011, 2014, 2017
Georgia Research Symposium	2016, 2017, 2018
Haring Symposium	2018, 2019

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, M.A. Program, Koc University	2006-2008
Full Scholarship, B.S. Program, Bilkent University	1999-2004

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 at GSU), Initial Position: U of Toledo, Toledo, OH

Amallesh 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

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

Family: Married to Angela, and have a 6-year old son, Yusuf.

Immigration Status: U.S. Citizen

References

Professor Tat Y. Chan

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Professor P.B. (Seethu) Seetharaman

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

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Professor Chakravarthi Narasimhan

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