SUNGTAK HONG

Bocconi University · Department of Marketing · Via Rontgen 1 · Milan · MI 20136 · Italy

Office: 4.D1.03 · Tel: +39 025 836 5737 · Email: sungtak.hong@unibocconi.it

(Last updated: July 2023)

ACADEMIC POSITION

Assistant Professor of Marketing, Bocconi University	2016 – Present
Visiting Assistant Professor of Marketing, Yonsei University	2020 – 2021

EDUCATION

Ph.D. Marketing, London Business School	2016
M.Sc. Economics, London School of Economics and Political Science	2009
B.A. Economics, Sogang University, *magna cum laude*	2003

RESEARCH INTERESTS

Topics: Competition in product variety and quality, consumer choices, online reviews, empirical industrial organization, public policy

Methods: Microeconometrics, Bayesian methods, eye-tracking, text analysis, machine learning

PUBLICATIONS

Hong, Sungtak and Kanishka Misra, "The Impact of Commodity Taxation on Product Variety: A Multi-category Investigation," *Marketing Letters*, forthcoming (published online).

> 2013 Deloitte Institute of Innovation and Entrepreneurship PhD Award

Hong, Sungtak and Peter Stuettgen (2023), "Reach up, Fit in, or Stand out? The Evaluation of Academic Quality and Fit in College Choices," *Studies in Higher Education*, 48 (9), 1333-1345.

Hong, Sungtak, Kanishka Misra and Naufel J. Vilcassim (2016), "The Perils of Category Management: The Effect of Product Assortment on Multicategory Purchase Incidence," *Journal of Marketing*, 80 (5), 34-52.

> 2017 EMAC / Sheth Foundation Doctoral Dissertation Award, 2nd place
>
> Article featured in "Journal Selections" from Marketing Science Institute (April 2017)

WORKING PAPERS

Hong, Sungtak, Jikyung Kim and Jinhwa Chung, "Product Variety as a Barrier to Entry: Evidence from the Post-Deregulation Korean Soju Market"

  2015 EMAC Best Paper of the Conference Based on Doctoral Work

WORK IN PROGRESS

"Quality Competition in the Fast Food Chain Industry: Evidence from Online Reviews," with Prasad Vana and Dirk Hovy

"The Impact of Corporate Policies on Two-Sided Markets," with Jikyung Kim and Prasad Vana

"Identifying Heterogeneity of Informative Power of Online Reviews," with Verena Schoenmueller

FELLOWSHIPS, HONORS AND AWARDS

High Computing Power Grant, Bocconi University	2022
Young Researcher's Grant, Bocconi University	2017
Research Excellence Award, Bocconi University	2017
2nd Place, EMAC – Sheth Foundation Doctoral Dissertation Competition	2017
Winner, EMAC Best Paper of the Conference Based on Doctoral Work	2015
Fellow, AMA – Sheth Foundation Doctoral Consortium	2014
Deloitte Institute of Innovation and Entrepreneurship PhD Award	2014
Fellow, Workshop on Quantitative Marketing and Structural Econometrics	2013
Fellow, ISMS Marketing Science Doctoral Consortium	2013
Fellow, EMAC Doctoral Colloquium	2013
PhD Fellowship, London Business School	2010 – 2015
Best Employee Award, ACNielsen Korea	2005
Dean's Scholarship, Sogang University	1997, 2001 – 2002

INVITED TALKS & CONFERENCE PRESENTATIONS

"Quality Competition in the Fast Food Chain Industry: Evidence from Online Reviews"

WU Vienna University of Economics and Business	2023
Customer Journeys in a Digital World Conference, Amsterdam Business School	2023
IE University	2023
Marketing Department Seminar, Bocconi University	2022
EMAC Annual (virtual) Conference	2021
KAIST, School of Business and Technology Management	2020

KAIST, School of Management Engineering	2020
INFORMS Marketing Science (virtual) Conference	2020

"The Impact of Commodity Taxation on Product Variety"

London Business School	2019
University College London	2019
Koc University	2019
AMA Marketing and Public Policy Conference, Columbus, OH	2018
EMAC Annual Conference, University of Strathclyde	2018
INFORMS Marketing Science Conference, University of Southern California	2017

"Product Variety as a Barrier to Entry"

EMAC Annual Conference, SDU Odense, Denmark	2023
Theory + Practice in Marketing Asia Conference, Yonsei University	2016
EMAC Annual Conference, KU Leuven	2015
Trans-Atlantic Doctoral Conference, London Business School	2015
INFORMS Marketing Science Conference, Emory University	2014

"The Effect of Product Assortment on Multicategory Purchase Incidence"

University of Technology Sydney	2015
Hong Kong Polytechnic University	2015
University, State University of New York at Buffalo	2015
University of South Carolina	2015
University of Notre Dame	2015
University of Groningen	2015
Bocconi University	2015
Theory + Practice in Marketing Conference, Georgia State University	2015
INFORMS Marketing Science Conference, Ozyegin University	2013
EMAC Doctoral Colloquium, Istanbul Technical University	2013
Trans-Atlantic Doctoral Conference, London Business School	2012

OTHER RESEARCH EXPERIENCE

National Health Services (Croydon University Hospital), UK	2012, 2015

Statistical model building and testing of newborns' auditory brainstem responses to stimuli

Centre for Economic Performance (London School of Economics), UK	2009

EUROSTAT household panel data analysis on gender inequality in European labour market

TEACHING EXPERIENCE

Bocconi University

Marketing Models (PhD)	2016 – 2019, 2021– Present
Marketing Research (Undergraduate)	2016 – 2019, 2021– Present
Pricing Analytics (MSc.)	2016 – 2019, 2021– Present
Theses supervision (MSc.)	2016 – Present

London Business School (Teaching Assistant)

Seminar Instructor, Marketing (Masters in Management)	2015 – 2016
In-Class Tutor, Customer and Marketing Analytics (MBA)	2012 – 2016

PROFESSIONAL EXPERIENCE

Research Fellow, The International Growth Centre, London, UK	2009 – 2010
Research Specialist, Oliver Wyman, Seoul, Korea	2008
Account Manager, Nielsen (formerly ACNielsen), Seoul, Korea	2003 – 2007
Management Accountant, Unilever, Seoul, Korea	2003

SERVICE

Junior Faculty Hiring Committee, Bocconi University	2016 – 2017, 2019, 2021
Marketing Seminar Series Organizer, Bocconi University	2017 – 2018
Conference Organization: LBS Trans-Atlantic Doctoral Conference	2010 – 2015
Ad-hoc Reviewer: International Journal of Research in Marketing	

AFFILIATIONS

American Marketing Association (AMA)

Bocconi Institute for Data Science and Analytics (BIDSA)

European Marketing Academy (EMAC)

The Institute for Operations Research and the Management Sciences (INFORMS)

LANGUAGES

Natural:	Korean, English (fluent), Italian (basic)
Programming:	R, STATA, SPSS, WinBUGS, Mathematica, SAS, LaTeX