

# KORAY COSGUNER

**Associate Professor of Marketing (with Tenure)**

**John Rau Kelley School of Business Faculty Fellow**

## **Home:**

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## **Office:**

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Indiana University

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## **Professional Experience**

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Kelley School of Business, Indiana University, Bloomington IN

Associate Professor of Marketing (with Tenure) 2024 –

John Rau Kelley School of Business Faculty Fellow 2025 –

Assistant Professor of Marketing 2018 – 2024

Robinson College of Business, Georgia State University, Atlanta GA

Assistant Professor of Marketing 2013 – 2018

## **Educational Background**

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Ph.D. in Marketing, Washington University in St. Louis 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, Switching and Staying Costs, Reference Price Effect, Decoy Effect, Static and Dynamic Pricing, Retail Distribution, Firm Competition, New Product Diffusion, Trade Promotions, E-mail Marketing, Emerging Markets, Product Packaging, Local Economy

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

## Publications (UTD Listed Journals)

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1. Koray Cosguner and Seethu Seetharaman (2022) – *Equal Authorship*, “Dynamic Pricing for New Products Using a Utility-Based Generalization of the Bass Diffusion Model,” ***Management Science*** 68(3): 1904-1922.
2. Wu Chunhua and Koray Cosguner (2020), “Profiting from the Decoy Effect: A Case Study of an Online Diamond Retailer,” ***Marketing Science*** 39(5): 974-995.
3. Sharma Amalesh, V. Kumar, and Koray Cosguner (2019) – *Equal Authorship*, “Modeling Emerging Market Firms’ Competitive Retail Distribution Strategies,” ***Journal of Marketing Research*** 56(3): 439-458.
4. 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.
5. Zhang Xi, V. Kumar, and 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 Summer AMA.*
  - [Click Here](#) for the practitioner piece published at AMA Scholarly Insights based on this article.
  - [Click Here](#) for the practitioner piece published by AMA mentioning this article.
6. 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 based on this article.

## Publications (Specialized Marketing Journals)

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1. Sharma Amalesh, Koray Cosguner, Tarun Sharma, Manoj Motiani (2021), “Channel Intermediaries and Manufacturer Performance: An Exploratory Investigation in an Emerging Market,” ***Journal of Retailing*** 97(4): 639-657.

## Working Papers

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1. The Revenue Effect of Packaging Innovations in CPG Markets (with Pradeep Chintagunta, Baris Depecik, and Vivek Astvansh) – *Under the Third-Round Review at **Journal of Marketing Research**.*
2. The Diminishing Local Lens: A Causal Study on Newspaper Closures and Their Economic Consequences through Brand Nationalization (with Alok Saboo and Ritesh Adhyapak) – *Invited for the Third-Round Review at **Management Information Systems Quarterly**.*
3. Less Revealed, Less Felt: The Role of Revelation and Empathy in Reactions to AI Art (Ezgi Ozgen, Baris Depecik, and Jeff Inman) – *Invited for the Second-Round Review at **International Journal of Research in Marketing**.*
4. Dynamic Price Competition in Variety Seeking Markets: Unexpected Welfare Outcomes (with Seethu Seetharaman, Tat Y. Chan, and Taylor Bentley) – *Reject and Resubmit at **Quantitative Marketing and Economics**.*
5. When Actions Violate Consumer Expectations in Ecosystems: Evidence from the Video Game Industry (Dong Wook Chae and Roman Welden) – *In Preperation to Submit to **Journal of Marketing Research**.*
6. Identifying Unobserved Similarity: Estimating a Flexible EBA Model with Standard Marketing Data and Showing Its Pricing Implications (with Seethu Seetharaman and Taylor Bentley) – *In Preparation to Submit to **Marketing Science**.*

## Work in Progress (at Advanced Stage)

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1. Optimal Discount Strategies at the Retail Format Level: Role of Salesperson Effectiveness (with Amalesh Sharma and Baris Depecik) – *Will Be Submitted in Spring 2026.*
2. Dynamic Price Competition in the Presence of Reference Price Effects (with Dong Wook Chae) – *Will Be Submitted in Summer 2026.*
3. How do NFL Sponsorship Deals Affect Sales? (with Baris Depecik and Gerrit van Bruggen) – *Will Be Submitted in Fall 2026.*

## Teaching Experience

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Scheduled to Teach Pricing (KD MBA and MS in Marketing Analytics), IU 2026

Pricing (MBA), IU (6.4/7.0) 2024-2025

Marketing Analytics (Undergraduate), IU (6.7/7.0) 2019-2023

### **Winner of the IU Trustees Teaching Award (2024)**

Empirical Modeling of Consumer & Firm Decisions (Ph.D.), IU (7.0/7.0) 2022

Marketing Research (Undergraduate), GSU (4.9/5.0) 2013-2018

Direct Marketing (Undergraduate), GSU (4.0/5.0) 2014

Structural Modeling (Ph.D.), GSU (5.0/5.0) 2013, 2015

Lecture on Modeling Dynamic Pricing Games (Ph.D.), Wash U 2012, 2022

## Invited Seminar Presentations

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Yale University 2012

Carnegie Mellon University 2012

Rice University 2012

Emory University 2012

Johns Hopkins University 2012

Georgia State University 2012, 2022

University of Alberta 2012

HEC Paris 2012

Koc University 2012

Sabanci University 2012

Ozyegin University 2012

Temple University 2016

University of Southern California 2017

Dartmouth College 2017

University of Pittsburgh 2017

Indiana University 2017

ADA University 2021

Southern Methodist University 2022

Imperial College London (Keynote Speaker) 2024

## Conference Presentations/Participations

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MISQ Special Issue Workshop	2024
Winter AMA Conference (Chair of “Big Data, AI, and ML Insights” Track)	2024
Winter AMA Conference (Chair of “AI, Models, and Methods” Track)	2023
Summer AMA Conference	2017, 2023
Marketing Dynamics Conference	2022
INFORMS Conference	2022
21 <sup>st</sup> International Business Congress (Distinguished Speaker)	2022
Mittelstaedt & Gentry Doctoral Symposium (IU’s Faculty Representative)	2022
Frontiers in Empirical Marketing Conference	2018, 2019
Marketing Science Conference	2011, 2014, 2017, 2022
Georgia Research Symposium	2016-2018
Haring Symposium	2018-2024

## Awards and Honors

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Winner of the IU Trustees Teaching Award	2024
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

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Finance, Business Analyst, Turkcell Headquarters, Turkey	August, 2004- December, 2005
IT, Business Analyst, Turkcell Headquarters, Turkey	January, 2006- June, 2006

## Programming Skills

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R, Mathematica (Fluent), Matlab, Stata, SPSS, SAS (Proficient)

## Memberships

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AMA, INFORMS

## Journal Refereeing

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Marketing Science, Management Science, Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, Journal of Retailing, Product and Operations Management, Information Systems Research, Journal of the American Statistical Association, Journal of Business Research, PLOS One

## Thesis Committees & Student Mentoring

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Amalesh Sharma (Committee Member at GSU), Associate Professor at Texas A&M, College Station, TX  
Bahadir Orhan Dogan (External Committee Member), Assistant Professor at U of Oklahoma, OK  
Xi (Alan) Zhang (Committee Member at GSU), Head of Analytics, Outshift by Cisco, San Francisco, CA  
Angeliki Christodouloupoulou (Committee Member at GSU), Assistant Professor at Cal State, LA, CA  
Jingcun Cao (Committee Member at IU), Assistant Professor at The U of Hong Kong, Hong Kong  
Ezgi Ozgen (External Committee Member at Koc Uni.), Assistant Professor at Sabanci Uni., Turkey  
Raushan Baizakova (External Committee Member at IU), Ph.D. Candidate at IU, Bloomington, IN  
Dong Wook Chae (**Dissertation Co-Chair at IU**), Assistant Professor at Virginia Com. U, Richmond, VA

## Personal Information

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*Interests:* Swimming, grilling, gardening, hiking, movies, video gaming, whisky tasting

*Family:* Married to Angela and have two sons, Yusuf and Hakan.

*Citizenship:* American, Turkish

## References

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Tat Y. Chan

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