

Sungkyun Moon

ASSISTANT PROFESSOR

Marketing Management

SUNGKYUN.MOON@UNIBOCCONI.IT

Biography

Sungkyun Moon is an Assistant Professor of Marketing at Università Bocconi since 2019.

His research interests are in the area of marketing strategy. Specifically, he is interested in how disclosure of marketing information, marketing actions (e.g., advertising and innovation), and marketing upper echelons (i.e., marketing executives) influence financial market performances of a firm. He published an article on these topics in *The Journal of Marketing*.

He got an Undergraduate and Master's degrees from Sungkyunkwan University in Korea and a PhD degree in Business from Singapore Management University.

ARTICLES IN SCHOLARLY JOURNALS

MOON S., TULI K. R., MUKHERJEE A.

Does Disclosure of Advertising Spending Help Investors and Analysts?

Journal of Marketing, 2023, vol.87, no. 3, pp.359-382

PROCEEDINGS/PRESENTATIONS

MOON S., TULI K. R., MUKHERJEE A.

Advertising and Shareholder Value: Exploring the Nonlinear Effect

47th EMAC Annual Conference, May 29-June 1, 2018, Glasgow, Great Britain

MOON S., TULI K. R., MUKHERJEE A.

Analysts and Investor Uncertainty, and Disclosure of Advertising Spending

39th Annual ISMS Marketing Science Conference, June 7-10, 2017, Los Angeles, CA, United States of America

Grants & Honors

Excellence in Research Award - Università Commerciale Luigi Bocconi , 2023
