

# Sungtak Hong

## MARKETING MANAGEMENT

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### ARTICLES IN SCHOLARLY JOURNALS

HONG S., STÜTTGEN P.

**Reach up, fit in, or stand out? The evaluation of academic quality and fit in college choices**

*Studies in Higher Education*, 2023, vol.48, no. 9, pp.1333-1345

HONG S., MISRA K.

**The impact of commodity taxation on product variety: a multi-category investigation**

*Marketing Letters*, 2023, vol.34, pp.591-604

HONG S., MISRA K., VILCASSIM N.

**The Perils of Category Management: The Effect of Product Assortment on Multicategory Purchase Incidence**

*Journal of Marketing*, 2016, vol.80, no. 5, pp.34-52

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### PROCEEDINGS/PRESENTATIONS

HONG S., CHUNG J.

**Product Variety as a Barrier to Entry**

*EMAC Annual Conference, 23-26 May, 2023, Odense, Denmark*

HONG S.

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

*Third Conference on Customer Journeys 2023: Customer Journeys in a Digital World, 29-31 May 2023, Amsterdam, Netherlands (The)*

HONG S.

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

*EMAC Annual Conference, 25-28 May, 2021, (virtual)*

HONG S.

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

*INFORMS Marketing Science Conference, 10-13 June, 2020, (virtual)*

HONG S., MISRA K.

**The Impact of Commodity Taxation on Product Variety**

*AMA Marketing and Public Policy Conference, 7-10 June, 2018, Columbus, OH, United States of America*

HONG S., MISRA K.

**The Impact of Commodity Taxation on Firms' Product Portfolio and Market Structure**

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

VANA P., HONG S.

**Converge or Diverge: Market Entry and Competition in Service Quality**

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

HONG S., MISRA K.

**The Impact of Commodity Taxation on Product Variety**

*2017 INFORMS Marketing Science Conference, 8-10 June, 2017, Los Angeles, CA, United States of America*

HONG S., CHUNG J.

**Product variety as a reactive and preemptive response to entry**

*EMAC Annual Conference, KU Leuven, 26-29 May, 2015, Leuven, Belgium*

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