

Sungtak Hong

MARKETING MANAGEMENT

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

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
