Sungtak Hong

ASSISTANT PROFESSOR
Marketing Management

SUNGTAK.HONG@UNIBOCCONI.IT

Biography

Sungtak Hong is an Assistant Professor of Marketing at Università Bocconi since 2016. Prior to his doctoral studies, he gained industry experience in the marketing field at Unilever and Nielsen (KR) and he worked as a research fellow at International Growth Centre (UK). Throughout the courses, he provides students with hands-on experience in analyzing various real-word data associated with marketing decision making.

His research lies in the field of quantitative marketing with a strong focus on empirical analysis of the inter-related decisions made by manufacturers, retailers and consumers. His research efforts aim to apply theories and methods from economics and econometrics to interesting marketing problems. His early work investigates how grocers' product assortment from multiple product categories in a common retail space influences consumers' purchase decisions. His articles have been published in the Journal of Marketing and in the Marketing Letters. He has won numerous teaching and research awards, including Excellence in Research Award from Università Commerciale Luigi Bocconi in 2017.

He got a PhD in Marketing from London Business School, an MSc in Economics from the London School of Economics, and a BA in Economics from Sogang University.

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

Grants & Honors

Excellence in Research Award – Università Commerciale Luigi Bocconi , 2017

2nd Place, EMAC – Sheth Foundation Doctoral Dissertation Competition , 2017

Winner, EMAC Best Paper of the Conference Based on Doctoral Work , 2015

Deloitte Institute of Innovation and Entrepreneurship PhD Award , 2014