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ASSISTANT PROFESSOR

**Marketing Management**

**SUNGTAK.HONG@UNIBOCCONI.IT**

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# Biography

Ph.D. Marketing, London Business School, 2016

M.Sc.Economics, London School of Economics and Political Science, 2009

B.A.Economics, Sogang University, magna cum laude, 2003

2016 – Present Assistant Professor of Marketing, Bocconi University

Research Interests

Topics: Product assortment, product (service) bundling, multi-category consumer choices, empirical industrial organization, public policy

Methodology: Bayesian statistical methods, microeconometrics, eye-tracking

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## ARTICLES IN SCHOLARLY JOURNALS

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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