
ASSISTANT PROFESSOR

Marketing Management

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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

ARTICLES IN SCHOLARLY JOURNALS

HONG S., MISRA K.

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

Marketing Letters, 2022

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

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 Firms' Product Portfolio and Market Structure

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