

Sungtak Hong

Marketing and Sales

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Curriculum Vitae

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

Academic position and/or Professional activities

Assistant Professor of Marketing

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

Publications

Hong, S., K. Misra and N. J. Vilcassim (2016), "The Perils of Category Management: The Effect of Product Assortment on Multicategory Purchase Incidence," *Journal of Marketing*, 80 (5), 34-52.