

Taegyuh Hur

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Employment

Ivy College of Business, Iowa State University
Assistant Professor of Marketing

Jul. 2022 – Current

Education

Ph.D., The Ohio State University
Major: Marketing / Minor: Statistics

May 2022

M.S., Seoul National University
Major: Business Administration (Concentration in Marketing)

Aug. 2016

B.B.A., Seoul National University
Major: Business Administration

Feb. 2014

Research Interests

- Substantive: Consumer Decision Making, New Product/Service Development, Targeting, Pricing
- Methodological: Bayesian Inference, Microeconometrics, Computational Methods

Publications

- [1] Dong Soo Kim, Sanghak Lee, Taegyuh Hur, Jaehwan Kim, and Greg M. Allenby (2024), "A Direct Utility Model for Access Costs and Economies of Scope", *Management Science*, Vol. 70 (6), pp. 3398–3416
- [2] Taegyuh Hur and Greg M. Allenby (2022), "A Choice Model of Utility Maximization and Regret Minimization", *Journal of Marketing Research*, Vol. 59 (6), pp.1235–1251

Working Papers

Taegyuh Hur and Sanghak Lee, "Modeling Conditional Promotions on Spending", Under review at *Marketing Science*

Taegyuh Hur, Jaehwan Kim, and Greg M. Allenby, "Incorporating Subjective Cost Perceptions into Models of Demand", Preparing for submission to *Management Science*

Sanghak Lee, Taegyuh Hur, and Greg M. Allenby, "Locally-Rational Demand Models", Preparing for submission to *Management Science*

Work in Progress

"Surprise, Surprise! Does Surprise Make Customers Satisfied?", with Pushpinder Gill and Stephen Kim

"Manufactured Content Shrinkage: The Effect of Popularity-Based Recommender Systems on Content Diversity and an Implication on AI-generated Contents", with Chul Kim and Dong Soo Kim

"Corporate Misconduct: Does Punishment Work?", with Sekar Raju and Stephen Kim

Presentations

"Modeling Conditional Promotions on Spending"

– Towson University, MD, November 2024

"A Choice Model of Utility Maximization and Regret Minimization"

– Department of Marketing, Iowa State University, IA, October 2021

– Mittelstaedt & Gentry (Virtual) Doctoral Symposium, University of Nebraska-Lincoln, NE, April 2021

– Marketing Brown Bag Seminar, The Ohio State University, OH, March 2021

– ISMS (Virtual) Marketing Science Conference, Duke University, Durham, NC, June 2020

– Haring (Virtual) Symposium, Indiana University, Bloomington, IN, April 2020

Honors and Awards

Ivy Faculty Awards, Assistant Professor Achievement in Research, Iowa State University, 2024

AMA-Sheth Foundation Doctoral Consortium Fellow, Indiana University, 2020

Haring Symposium Fellow, Indiana University, 2018 & 2020

Quantitative Marketing and Structural Econometrics Workshop Fellow, Washington University in St. Louis, 2017

ISMS Marketing Science Conference Doctoral Consortium Fellow, University of Southern California, 2017

Robert Mittelstaedt Doctoral Symposium Fellow, University of Nebraska-Lincoln, 2017 & 2021

Teaching Experience

Fundamentals of Marketing Analytics (undergraduate), Iowa State University

– Fall 2022, Spring 2023, Fall 2023, Spring 2024

Marketing Research (undergraduate), The Ohio State University

– Summer 2018, Fall 2018

Professional Activity

Reviewer

– *Journal of Interactive Marketing*, 2024 –

Service

Marketing Colloquium Distinguished Speaker Series Committee

Jul. 2022 –

Department Faculty Search Committee

Sep. 2024 –

Computer Skills

R, Rcpp, Matlab, Python, SPSS, L^AT_EX, Qualtrics

Languages

English (fluent), Korean (native)

Last updated: January 7, 2025