

Taegyu Hur

Ivy College of Business
Iowa State University
3228 Gerding Business Building
2167 Union Dr, Ames, IA 50011

Office: +1 (515) 294-1681
Email: thur@iastate.edu
Website: <https://sites.google.com/view/taegyuhur/>

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
- Methodological: Bayesian Inference, Microeconometrics, Computational Methods

Publications

- [1] Dong Soo Kim, Sanghak Lee, Taegyu Hur, Jaehwan Kim, and Greg M. Allenby (2023), "A Direct Utility Model for Access Costs and Economies of Scope", *Management Science*, Forthcoming
- [2] Taegyu Hur and Greg M. Allenby (2022), "A Choice Model of Utility Maximization and Regret Minimization", *Journal of Marketing Research*, Vol. 59 (6), p.1235-1251

Working Papers

- "Locally-Rational Demand Models", with Sanghak Lee and Greg M. Allenby
- "Perceived Marginal Cost in Demand", with Jaehwan Kim and Greg M. Allenby

Work in Progress

"Manufactured Content Shrinkage", with Chul Kim and Dong Soo Kim

"Spend X Get Y Promotion", with Greg M. Allenby

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

Presentations

"A Choice Model of Utility Maximization and Regret Minimization"

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

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

Marketing Research Techniques (undergraduate), Iowa State University

- Fall 2022, Spring 2023

Marketing Research (undergraduate), The Ohio State University

- Summer 2018, Fall 2018

Teaching Interests

Marketing Analytics, Marketing Research, New Product Development

Service

Marketing Colloquium Distinguished Speaker Series Committee

Jul. 2022 –

Computer Skills

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

Languages

English (fluent), Korean (native)

Last updated: January 16, 2023