

# Taegyul Hur

Fisher College of Business  
The Ohio State University  
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## Education

Ph.D. Marketing, The Ohio State University, Expected: 2021

M.S. Business Administration, Seoul National University, 2016

B.B.A. Business Administration, Seoul National University, 2014

## Research Interests

- Substantive: New Product Development, Consumer Decision Making, Uncertainty
- Methodological: Bayesian Statistics, Structural Model, Machine Learning

## Working Papers

*Incorporating Anticipated Regret into Economic Models of Choice*, with Greg M. Allenby

## Presentations

"Incorporating Anticipated Regret into Economic Models of Choice"

- The Ohio State University, Fisher College of Business, Columbus, OH, Aug 2018 (expected)

## Honors and Awards

Haring Symposium Fellow, Indiana University, 2018

Quantitative Marketing and Structural Econometrics Workshop Student Fellow

- Washington University in St. Louis, 2017

AMA Advanced Research Techniques Forum

- The Ohio State University, 2018
- Seattle, 2017

ISMS Marketing Science Conference Fellow

- Temple University, 2018
- University of Southern California, 2017

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

## Teaching

**Instructor**, Marketing Research (undergraduate), Summer 2018 (Rating: 4.5/5)

**Instructor**, Marketing Research (undergraduate), Autumn 2018 (expected)

## Selected Doctoral Coursework

### *Marketing*

Bayesian Statistics and Marketing	Greg Allenby
Seminar in Marketing Models	Mingyu Joo / Nino Hardt
Seminar in Consumer Behavior	Rebecca Reczek

### *Statistics*

Statistical Theory I (Probability and Distributions)	Yunzhang Zhu
Statistical Theory II (Estimation)	Radu Herbei
Applied Statistics I (Design and Analysis of Experiments)	William Notz
Applied Statistics II (Applied Regression)	Matthew Pratola
Theory of the Linear Model	Peter Craigmile
Advanced Computational Statistics	Lo-Bin Chang
Elements of Statistical Learning	Yoonkyung Lee
Shape Data Analysis	Sebastian Kurtek

### *Economics*

Microeconomic Theory I	Dan Levin
Microeconomic Theory II	James Peck
Econometrics II	Mehmet Caner
Econometrics III (Causal Inference and Quasi-Experimental Design)	Daeho Kim

## Computer Skills

R, Rcpp, Matlab, HTML, SPSS, L<sup>A</sup>T<sub>E</sub>X

## References

*Greg M. Allenby*

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Professor of Marketing and Statistics  
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