

HYUNG SUP (ZACK) BHAN

October 30, 2023

GWBC 402M
A. B. Freeman School of Business
Tulane University
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New Orleans, LA 70113

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EMPLOYMENT

Assistant Professor of Marketing, July 2018 - Present
A. B. Freeman School of Business, Tulane University

EDUCATION

Ph.D., Marketing, June 2018
Kellogg School of Management, Northwestern University

M.B.A., Marketing, June 2012
Kellogg School of Management, Northwestern University

B.B.A., Business Administration, February 2006
Korea University

RESEARCH INTERESTS

Retailing, Customer Value, Product Unavailability, Peer Effect, Platforms, Advertising

PUBLICATIONS

“Multiyear Impact of Backorder Delays: A Quasi-Experimental Approach,” with Eric Anderson
(*Marketing Science*, March 2023)

WORKING PAPERS AND RESEARCH IN PROGRESS

“Intrahousehold Influences: Evidence from an Apparel Firm” (solo author)

“Predicting Your Future Best Customers,” with Eric Anderson and Blakeley McShane

“User Acquisition and Retention in Crowdfunding Platforms” with Seoungwoo Lee, Hyoryung Nam, and Joon Ro

“Attention Decay in Connected and Linear TV Ads” with Seoungwoo Lee and Kalyan Rallabandi

HONORS AND AWARDS

ISMS Early Career Scholars Camp Fellow, Duke University, October 2023
Journal of Advertising Research and TVision Data Release and Call for Ideas, April 2023
Dean's Excellence in Undergraduate Teaching Award, Tulane University, 2019
INFORMS Doctoral Consortium Fellow, University of Southern California, 2017
Haring Symposium Fellow, Indiana University, 2017
Graduate Fellowship and Full Tuition Scholarship, Northwestern University, 2012 - 2018
Dean's List, Northwestern University, 2011
Zell Scholarship, Northwestern University, 2010 - 2011
Best Honors Scholarships, Visiting Students Program, Griffith University, 2004 - 2005
High Honors, Korea University, 2003 - 2005

TEACHING INTERESTS

Marketing Analytics, Marketing Research, Customer Analytics, Retail Analytics

TEACHING EXPERIENCE

Instructor, A. B. Freeman School of Business, Tulane University

Undergraduate Class

Research and Analytics, 2 sections, Spring 2023 (Instructor Rating: 4.9/5.0)
Research and Analytics, 2 sections, Spring 2022 (Instructor Rating: 4.8/5.0)
Research and Analytics, 2 sections, Spring 2021 (Instructor Rating: 4.9/5.0)
Research and Analytics, 2 sections, Spring 2020 (Instructor Rating: 6.8/7.0)
Research and Analytics, 2 sections, Spring 2019 (Instructor Rating: 6.9/7.0)

Graduate Class

Research and Analytics, 1 section, Spring 2023 (Instructor Rating: 4.9/5.0)
Research and Analytics, 1 section, Spring 2022 (Instructor Rating: 4.8/5.0)
Research and Analytics, 1 section, Spring 2021 (Instructor Rating: 4.9/5.0)
Research and Analytics, 1 section, Spring 2020 (Instructor Rating: 6.9/7.0)
Research and Analytics, 1 section, Spring 2019 (Instructor Rating: 6.3/7.0)

Instructor for Review Sessions, Kellogg School of Management, Northwestern University

Retail Analytics, MBA Class, Prof. Eric Anderson, Fall 2016 (Instructor Rating: 5.5/6.0)
Digital Marketing Analytics, MBA Class, Prof. Ulf Bockenholt, Fall 2013

Teaching Assistant for MBA Classes, Kellogg School of Management, Northwestern University

Retail Analytics, Prof. Eric Anderson, Fall & Winter 2016
Customer Analytics, Prof. Florian Zettelmeyer, Fall & Winter 2014, Fall & Winter 2015
Information and Technology Based Marketing, Prof. Song Yao, Spring 2015
Research Methods in Marketing, Prof. Yi Qian & Prof. Kelly Goldsmith, Spring 2014
Digital Marketing Analytics, Prof. Ulf Bockenholt, Fall 2013
Accounting for Decision Making, Prof. Swaminathan Sridharan, Fall 2011

PROFESSIONAL EXPERIENCE

The Export-Import Bank of Korea, 2006 - 2010

Researcher, Overseas Economic Research Institute, 2009 - 2010

- Conducted research on country risk, macroeconomics, and political situations
- Served as a government delegation to the Organisation for Economic Co-operation and Development (OECD) Country Risk Experts Meeting

Associate, Small and Medium Enterprises Finance Department, 2007 - 2008

- Performed customer acquisitions, corporate valuations, and financing

Associate, International Finance Department, 2006 - 2007

- Implemented bond issuances, swap transactions, and asset management

Macquarie Securities, Seoul Branch, 2005

Intern, Corporate Finance Team

American Chamber of Commerce in Korea, 2005

Intern, Marketing Team

PRESENTATIONS (* presenter)

Seoungwoo Lee*, Hyung Sup Bhan, Hyoryung Nam, Joon Ro, “Managing the Crowdfunding Platform Ecosystem: The Role of Experienced Kickstarters Versus First-timers,” 2023 POMS International Conference, July 2023

Hyung Sup Bhan, Eric T. Anderson*, Blakeley McShane, “Predicting Your Future Best Customers,” Marketing Science Institute, July 2023

Hyung Sup Bhan, Eric T. Anderson*, Blakeley McShane, “Predicting Your Future Best Customers,” Texas A&M University, March 2023

Hyung Sup Bhan, Eric T. Anderson*, Blakeley McShane, “Predicting Your Future Best Customers,” Kellogg Marketing Leadership Summit, March 2023

Hyung Sup Bhan*, “Identification of Intrahousehold Effect in Online Channels: Evidence from an Apparel Firm,” Northwestern-Duke Causal Inference Workshop, August 2022

Seoungwoo Lee, Hyung Sup Bhan*, Hyoryung Nam, Joon Ro, “Managing the Crowdfunding Platform Ecosystem: The Role of Experienced Kickstarters Versus First-timers,” 32nd Annual POMS Conference, April 2022

Hyung Sup Bhan*, Eric T. Anderson, “Multiyear Impact of Backorder Delays: A Quasi-Experimental Approach,” Korea University (virtual), November 2021

Hyung Sup Bhan*, Eric T. Anderson, “Multiyear Impact of Backorder Delays: A Quasi-Experimental Approach,” Tulane University (Internal Seminar Series; virtual), April 2021

Hyung Sup Bhan*, Eric T. Anderson, “Multiyear Impact of Backorder Delays: A Quasi-Experimental Approach,” Korea Advanced Institute of Science and Technology (virtual), April 2021

Hyung Sup Bhan*, “Leveraging Intrahousehold Spillover Effects in a Multichannel Environment,” Marketing Science Conference (virtual), June 2020

Hyung Sup Bhan, Eric T. Anderson*, “The Long-Term Cost of Backorder Delays: A Quasi-Experimental Approach,” UC San Diego, February 2019

Hyung Sup Bhan*, “Small Networks: Intra-household Interactions in a Multichannel Environment,” Case Western Reserve University, October 2017

Hyung Sup Bhan*, “Small Networks: Intra-household Interactions in a Multichannel Environment,” Tulane University, October 2017

Hyung Sup Bhan*, “Small Networks: Intra-household Interactions in a Multichannel Environment,” Syracuse University, September 2017

Hyung Sup Bhan*, Eric T. Anderson, “Decomposing the Long-Term Impacts of Backorder Delays: A Quasi-Experimental Approach,” Marketing Science Conference, June 2017

Hyung Sup Bhan*, “Small Networks: Intra-household Interactions in a Multichannel Environment,” Kellogg Marketing Department Speaker Series, May 2017

“Meet Me Halfway: The Value of Bargaining,” Discussant, Haring Symposium, April 2017

Hyung Sup Bhan*, “Intra-household Spillover Effects among Family Members,” Northwestern–Duke Causal Inference Workshop, August 2016

SERVICE

Service to A. B. Freeman School of Business, Tulane University

Database Committee, August 2022 - Present

MBA Data Sequence Workgroup, July 2022 - August 2022

Full-time MBA Taskforce, November 2021 - April 2022

MBA Curriculum Committee, July 2020 - April 2022

Faculty Recruiting Committee, July 2018 - June 2020

Service to the Profession

Session Chair, “Network and Social Influence I,” *INFORMS Marketing Science Virtual Conference*, June 2020

Session Chair, “CRM: Customer Loyalty II,” *INFORMS Marketing Science Conference*, Los Angeles, CA, June 2017

Service to Kellogg School of Management, Northwestern University

Class Liaison for Marketing Management, Winter 2011

Class Liaison for Power in Organization, Winter 2011

Class Liaison for Research Methods in Marketing, Spring 2011
Class Liaison for Information and Technology Based Marketing, Spring 2011
Class Liaison for Models of Consumer Behavior, Fall 2011

Service to the Community
Sergeant, Republic of Korea Army, August 2000 - October 2002

RESEARCH SKILLS

R, STATA, SAS, MATLAB, Python, WinBUGS

REVIEWER

Ad Hoc Reviewer, *Journal of Retailing*, 2020 - Present

PROFESSIONAL MEMBERSHIP

Institute for Operations Research and Management Science (INFORMS), 2020 - Present

MEDIA APPEARANCES AND MENTIONS

Wall Street Journal, October 2022
RetailWire, October 2022