

HYUNG SUP (ZACK) BHAN

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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

Multichannel Retailing, Product Unavailability, Social Influence, Customer Value, Online Platforms

WORKING PAPERS

“Multi-Year Impact of Backorder Delays: A Quasi-Experimental Approach,” with Eric Anderson
(under review)

“Identification of Intrahousehold Effect in Online Channels: Evidence from an Apparel Firm”
(under review)

“Ecosystem of Crowdfunding Platform: Role of Project Diversity and Market Concentration” with
Seoungwoo Lee, Hyoryung Nam, and Joon Ro (manuscript)

HONORS AND AWARDS

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 Research, Marketing Analytics, Data Analytics, Customer Analytics, Retail Analytics

TEACHING EXPERIENCE

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

- Research and Analytics, Undergraduate Class, Spring 2021 (Instructor Rating: 4.9/5.0)
- Research and Analytics, Graduate Class, Spring 2021 (Instructor Rating: 4.9/5.0)
- Research and Analytics, Undergraduate Class, Spring 2020 (Instructor Rating: 6.8/7.0)
- Research and Analytics, Graduate Class, Spring 2020 (Instructor Rating: 6.9/7.0)
- Research and Analytics, Undergraduate Class, Spring 2019 (Instructor Rating: 6.9/7.0)
- Research and Analytics, Graduate Class, 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 in developing countries
- Served as part of a government delegation to the Organisation for Economic Co-operation and Development (OECD) Country Risk Experts Meeting, 50th (April 2009) and 53rd (January 2010)

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 (* denotes presenter)

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
Faculty Recruiting Committee, July 2018 - June 2020

MBA Curriculum Committee, July 2020 - Present

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

Econometric Analysis in STATA, R, SAS, MATLAB

Bayesian Statistics in R and WinBUGS

REVIEWER

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

PROFESSIONAL MEMBERSHIP

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