

# Tetyana Kosyakova

---

Jahnallee 59  
04109 Leipzig  
Germany

Phone: +49 341 9851 675  
Email: [t.kosyakova@hhl.de](mailto:t.kosyakova@hhl.de)  
Citizenship: Ukrainian, German

## PROFESSIONAL EXPERIENCE

---

- |             |  |
|-------------|--|
| 2024 - now  | Junior Professor of Marketing Management<br><i>HHL Leipzig Graduate School of Management, Leipzig, Germany</i> |
| 2017 - 2024 | Assistant Professor of Marketing<br><i>Frankfurt School of Finance &amp; Management, Frankfurt, Germany</i>    |
| 2023        | Visiting Scholar<br><i>Tilburg University, Tilburg, Netherlands (June)</i>                                     |
| 2022        | Visiting Scholar<br><i>Nova School of Business and Economics, Carcavelos, Portugal (October-November)</i>      |
| 2011 - 2017 | Research Associate<br><i>Chair of Service Marketing, Goethe University Frankfurt, Germany</i>                  |
| 2011        | Research Assistant<br><i>Chair of Services Marketing, Goethe University Frankfurt, Germany (6 months)</i>      |
| 2008 - 2011 | Working Student<br><i>Deutsches Aktieninstitut e.V., Frankfurt, Germany</i>                                    |
| 2007 - 2011 | Working Student<br><i>Go! Express &amp; Logistics Frankfurt GmbH, Germany</i>                                  |

## EDUCATION

---

- |           |   |
|-----------|---|
| 2011-2017 | Doctorate Program in Quantitative Marketing<br><i>Goethe University Frankfurt, Germany</i><br>Thesis: "Essays on Discrete Choice and Bayesian Modeling in Marketing"<br>(summa cum laude) |
|-----------|---|

2009-2011	Master of Quantitative Economics, Marketing Track <i>Graduate School of Economics, Finance, and Management, Goethe University Frankfurt, Germany</i>
2006-2009	Bachelor of Business Administration, Marketing Concentration <i>Goethe University Frankfurt, Germany</i>
2001-2005	Bachelor of Linguistic Sciences (English and German) <i>Kramatorsk University, Ukraine</i>

## RESEARCH INTERESTS

---

Choice/Marketing Modeling, Bayesian Models of Consumer Heterogeneity, Menu-Based Choice and Product Configurators, Unstructured Data, Customer Base Analysis, Digital Platforms

## TEACHING INTERESTS

---

Business/Data Analytics, Market Research, Consumer Choice, Innovation Management, Customer Evaluation, Marketing Management, Demand Forecast

## PUBLICATIONS

---

**T. Kosyakova, Otter, T., Misra, S., and Neuerburg, C.:** "Exact MCMC for Choices from Menus - Measuring Substitution and Complementarity among Menu Items"  
*Marketing Science*, Vol.39, No.2, 2020

**T. Kosyakova, Otter, T. (2012):** "Implications of Linear Versus Dummy Coding for Pooling of Information in Hierarchical Models", *Quantitative Marketing and Marketing Management*, editors: Adamantios Diamantopoulos, Wolfgang Fritz, Lutz Hildebrandt, Springer, 171-190 (book chapter).

## WORKING PAPERS

---

**T. Kosyakova, Otter, T., Pachali, M. and Smith, A.:** "Constrained Heterogeneity"  
*Working Paper, preparing submission to Marketing Science*

**M. Rumpf, Haliassos, M., Kosyakova, T., and Otter, T.:** "Do Financial Advisors Have Different Beliefs than Lay People?: Exploring Heterogeneity in Financial Advice"  
*Working Paper*

**T. Kosyakova, Eggers, F., and Otter, T.:** "Models of Endogenous Willingness to Respond and Incentive Alignment in Choice Experiments"  
*Working Paper, preparing submission to Journal of Marketing Research*

**T. Kosyakova:** "A Cross-Validity Comparison of Likelihood Methods for Distributions with Intractable Normalizing Constants"  
*Working Paper, Target Journal: Quantitative Marketing and Economics*

**T. Kosyakova and Otter, T.:** "Implications from Ignoring the Budget Constraint in Menu-Based Choice"  
*Working Paper, utilized in "Modeling demand for configured durables when financing options are available" (see work in progress)*

## **WORK IN PROGRESS**

---

**F. Ellsaesser, Gabel, S., Kosyakova, T., and Lemmens, A.:** "Utilizing High Dimensional Bank Transaction Data to Improve Customer Targeting"  
*Mid-stage: Finished modeling, running analyses*

**T. Kosyakova, Laghaie, A., and Otter, T.:** "Modeling demand for configured durables when financing options are available"  
*Mid-stage: Finished modeling, running analyses*

**S. El Kihal and Kosyakova, T.:** "Fluency of information processing in choice experiments: Depletion in choice in the context of use of unstructured data"  
*Early stage*

## **INVITED TALKS**

---

09/2024 | Nova School of Business and Economics, Carcavelos, Portugal

04/2024 | HHL Graduate School of Management, Leipzig, Germany

03/2024 | Bocconi University, Milan, Italy

02/2024 | ESCP Business School, Madrid, Spain

## CONFERENCE PRESENTATIONS

---

**M. Rumpf, Haliassos, M., Kosyakova, T., and Otter, T.:** "Do Financial Advisors Have Different Beliefs than Lay People?: Exploring Heterogeneity in Financial Advice"

*Presented at:*

- 53d European Marketing Academy Annual Conference (EMAC), Bucharest, Romania, 2024

**T. Kosyakova, Laghaie, A., and Otter, T.:** "Modeling demand for configured durables when financing options are available"

*Presented at:*

- European Bayesian Summit, Rotterdam, Netherlands, 2024
- 45th INFORMS Marketing Science Conference, Miami, USA, 2023
- 44th INFORMS Marketing Science Conference, Online, 2022

**T. Kosyakova, Otter, T., Pachali, M. and Smith, A.:** "Constrained Heterogeneity"

*Presented at:*

- Frankfurt School Management Department Brown Bag, Frankfurt, 2022

**F. Ellsaesser, Kosyakova, T., and Lemmens, A.:** "Utilizing High Dimensional Bank Transaction Data to Improve Customer Targeting"

*Presented at:*

- Goethe University Frankfurt - Department of Marketing Annual Meetings, Riezlern, Austria, 2023
- Young European Scholars (YES), Online, 2021

**T. Kosyakova and Otter, T.:** "Implications from Ignoring the Budget Constraint in Menu-Based Choice"

*Presented at:*

- 50th European Marketing Academy Annual Conference (EMAC), Online, 2021
- 42nd INFORMS Marketing Science Conference, Online, 2020

**T. Kosyakova, Eggers, F., and Otter, T.:** "Models of Endogenous Willingness to Respond"

*Presented at:*

- 41st INFORMS Marketing Science Conference, Rome, Italy, 2019
- 47th European Marketing Academy Annual Conference (EMAC), Glasgow, United Kingdom
- 39th INFORMS Marketing Science Conference, Los Angeles, USA, 2017

- Goethe University Frankfurt - Department of Marketing Annual Meetings, Riezlern, Austria, 2017

**T. Kosyakova:** "A Cross-Validity Comparison of Likelihood Methods for Distributions with Intractable Normalizing Constants"

*Presented at:*

- 48th European Marketing Academy Annual Conference (EMAC), Hamburg, Germany, 2019
- 40th INFORMS Marketing Science Conference, Philadelphia, USA, 2018

**T. Kosyakova, Otter, T., Misra, S., and Neuerburg, C.:** "Exact MCMC for Choices from Menus - Measuring Substitution and Complementarity among Menu Items"

*Job Market Paper, presented at:*

- EMAC/Sheth Foundation Doctoral Dissertation Competition, Glasgow, United Kingdom, 2018
- International Meeting of GfK Statisticians and Methodology Experts (IMSM), Königstein, Germany, 2017
- 46th European Marketing Academy Annual Conference (EMAC), Groningen, Netherlands, 2017
- 29th European Marketing Academy (EMAC) Doctoral Colloquium, Oslo, Norway, 2016
- 37th INFORMS Marketing Science Conference, Baltimore, USA, 2015
- Goethe University Frankfurt - Department of Marketing Annual Meetings, Riezlern, Austria, 2015
- 18th Doctoral Colloquium Simon-Kucher & Partners, Bonn, Germany, 2014
- 36th INFORMS Marketing Science Conference, Atlanta, USA, 2014
- Marketing & Innovation Day, Karlsruhe Institute of Technology, Karlsruhe, Germany, 2014
- ING DiBa Symposium (Research Cooperation of Goethe University Frankfurt and ING DiBa), Frankfurt, Germany, 2014
- Goethe University Frankfurt - Department of Marketing Annual Meetings, Riezlern, Austria, 2014

## **TEACHING EXPERIENCE**

---

2017 - 2024	Marketing <i>UG Core (German and English), Frankfurt School of Finance &amp; Management, Lecturer</i>
2015 - 2017	Marketing II <i>UG Elective (German), Goethe University Frankfurt, Tutorials Instructor and Teaching Assistant of Prof. Jochen Reiner</i>

- 2013 - 2015 | Marketing II  
*UG Elective (German), Goethe University Frankfurt, Tutorials Instructor and Teaching Assistant of Prof. Martin Natter*
- 2013 Spring | Marketing II  
*UG Elective (German), Goethe University Frankfurt, Tutorials Instructor and Teaching Assistant of Prof. Christian Schlereth*
- 2011 - 2017 | Brand Management  
*UG Elective (English), Goethe University Frankfurt, Teaching Assistant of Prof. Thomas Otter*
- 2011 - 2017 | Market Research  
*UG Elective (English), Goethe University Frankfurt, Teaching Assistant of Prof. Thomas Otter*

### **AWARDS, HONORS & RESEARCH GRANTS**

---

- 2023 | ISMS Early-Career Scholars Camp fellow  
*October 27-28, 2023 at Duke University, Durham, USA*
- 2018 | Top 3 in EMAC/Sheth Foundation Doctoral Dissertation Competition  
*May 30, 2018 at Glasgow, United Kingdom*
- 2017 | Friends and Supporters of Goethe University Frankfurt Scholarship  
*Attendance of INFORMS Marketing Science 2017 Conference in Los Angeles*
- 2017 | "Forschungstopf" of the Faculty of Economics and Business Administration of Goethe University Frankfurt Scholarship  
*Attendance of EMAC Conference 2017 in Groningen*
- 2016 | 29th EMAC Doctoral Colloquium fellow  
*May 22-24, 2016, Oslo, Norway*
- 2016 | "Forschungstopf" of the Faculty of Economics and Business Administration of Goethe University Frankfurt Scholarship  
*Attendance of EMAC Doctoral Colloquium 2016 in Oslo*
- 2015 | Friends and Supporters of Goethe University Frankfurt Scholarship  
*Attendance of INFORMS Marketing Science 2015 Conference in Baltimore*

2015		3d AIM-AMA Sheth Foundation Doctoral Consortium, fellow <i>January 18-20, 2015 at IMT, Dubai, UAE</i>
2014		Friends and Supporters of Goethe University Frankfurt Scholarship <i>Attendance of INFORMS Marketing Science 2014 Conference in Atlanta</i>
2013		ING-DiBa <i>External Funding of 1/4-time Research Assistant Position for 1 Year</i>
2012-2013		GfK <i>External Funding of 1/2-time Research Assistant Position for 2 Years</i>
2012		ISMS Doctoral Consortium fellow <i>June 6, 2012, Boston, USA</i>

## **SERVICES TO ACADEMIC COMMUNITY**

---

*Ad-hoc Reviewer for:*

- Marketing Science
- Management Science
- International Journal of Research in Marketing
- Journal of Retailing
- Journal of Business and Economic Statistics

## **SERVICES TO SCHOOL**

---

2023 - 2024		Frankfurt School of Finance & Management <i>Women in Science Initiative</i>
2021 - 2024		Frankfurt School of Finance & Management <i>Organizer of the Department Day</i>
2018 - 2024		Frankfurt School of Finance & Management <i>Trial Lectures "Introduction to Marketing" at the Bachelor Day</i>
2017 - 2024		Frankfurt School of Finance & Management <i>Organizer of the Marketing Research Camp</i>

- 2017 | Frankfurt School of Finance & Management  
*Faculty Recruiting Committee*
- 2016 - 2017 | Graduate School of Economics, Finance, and Management, Goethe University  
Frankfurt, Germany  
*Mentor for the first year PhD students*
- 2015 - 2017 | Goethe University Frankfurt, Germany  
*PhD Students' representative at the Hiring Committee*
- 2007 - 2017 | WellComeProjekt Frankfurt, Germany  
*Mentor in the academic and social integration programme for foreign students*

## **OTHER**

---

**Technical Skills:** R, Rcpp/RcppArmadillo, STATA, Git, L<sup>A</sup>T<sub>E</sub>X, Microsoft Office

**Languages:** Ukrainian (native), Russian (native), German (C1), English (C1), Italian (B1), Japanese (A1)