

Sergey Turlo

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Citizenship: German

Research Interests

Quantitative marketing, information frictions, rational inattention, choice modeling, Bayesian methods, applied microeconomics, industrial organization

Academic Positions

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| 2019 - present | Postdoctoral Researcher at the Chair of Quantitative Marketing, Prof. Dr. Thomas Otter, Goethe University |
| 2016 - 2019 | Research Assistant at the Chair of Finance and Economics, Prof. Dr. Roman Inderst, Goethe University |
| 2011 - 2013 | Student Assistant at the House of Finance Endowed Chair of Personal Finance, Prof. Dr. Andreas Hackethal, Goethe University |

Education

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| 2014 - 2019 | Ph.D. in Economics (Dr. rer. pol., summa cum laude), Advisor: Prof. Dr. Roman Inderst, Goethe University, Frankfurt am Main, Germany |
| 2011 - 2014 | Master of Science in Quantitative Economics, Goethe University, Frankfurt am Main, Germany |
| 2008 - 2011 | Bachelor of Science in General Management, EBS Business School, Oestrich-Winkel, Germany |
| 2009 | Semester abroad, Stockholm School of Economics, Stockholm, Sweden |

Publications

- Turlo, Sergey, Matteo Fina, Johannes Kasinger, Arash Laghaie, and Thomas Otter (2025), **Discrete Choice in Marketing through the Lens of Rational Inattention**, *Quantitative Marketing and Economics* 23(1), 45–104, <https://doi.org/10.1007/s11129-025-09292-9>
- Presentations:** Behavioral IO Seminar at Frankfurt School of Finance & Management 2024 (Frankfurt, invited), A&I Summit 2024 by Sawtooth Software (San Antonio), 17th Annual Bass FORMS Conference 2023 (Dallas/Texas), INFORMS Marketing Science (Online) 2022, EMAC 2022 (Budapest).

Working Papers

- Turlo, Sergey, Matteo Fina, Arash Laghaie, Johannes Kasinger, and Thomas Otter (2026), **Demand Estimation with Costly Attribute Information Integration**, *Job Market Paper*.
- Presentations:** 13th Triennial Invitational Choice Symposium 2026 (Vail/Colorado, invited), Marketing Dynamics Conference 2026 (Paris), 2nd Marketing Post-Doc Conference 2026 (Cologne), Psychoco 2026 (Padua), INFORMS Marketing Science (Washington D.C.) 2025, EMAC 2025 (Madrid), Annual Meeting of the Marketing Chapter of the VHB 2025 (Aachen), Marketing Post-Docs Conference 2025 (Hamburg)
- Naeher, Dominik and Sergey Turlo (2026), **Recommend or Simplify? Digital Information Design with Cross-Category Spillovers**, in preparation for submission.
- Presentations:** EMAC 2023, EARIE 2023, and ERMAS 2023 Bucharest
- Dehmamy, Keyvan and Sergey Turlo (2025), **Predicting New Restaurant Survival through Incumbents' Consumer Reviews**
- Presentations:** Kleinwalsertal Research Seminars 2022-2024, YES Annual Meeting 2022, EMAC 2022

Work in Progress

Turlo, Sergey, Matteo Fina, Arash Laghaie, Johannes Kasinger, and Thomas Otter (2026), **When Simpler is Worse: Adverse Effects of Information Simplification in Discrete Choice**
Presentations: EMAC 2026 (Bath), INFORMS Marketing Science 2026 (Lisbon), Frankfurt Laboratory for Experimental Economic Research (FLEX) Grüneburgseminar 2025 (Frankfurt)

Kessing, Katharina and Sergey Turlo (2024), **Getting Consumers to Learn More About the Product: The Effect of Informative Return Labels on Information Processing and Return Rates**
Presentations: EMAC 2025 Madrid, EMAC 2024 Bucharest (previous title: *Unintended Outcomes of Labeling Frequently Returned Products on Consumer Returns*)

Pauwels, Koen, Karin Teichmann, Oliver Koll, Hannes Datta, Harald van Heerde, Sergey Turlo, and 150+ co-authors (2025), **Meta-Scientific Research in Marketing: Understanding the Impact of Researcher Choices**

Other Papers

Hoffmann, Florian, Roman Inderst, and Sergey Turlo (2019), **Regulating Cancellation Rights with Consumer Experimentation**, available at SSRN: <https://ssrn.com/abstract=3360918>
Presentations: EEA 2017 (Lisbon), EARIE 2017 (Maastricht), Research Seminar Ehrenbreitstein 2016, Research Workshop Kleinwalsertal 2014 and 2015

Turlo, Sergey (2019), **Persuasion through Ordered Information**
Presentations: Research Seminar Kleinwalsertal 2019, EARIE 2019, Brown Bag Seminar (Department of Management and Microeconomics, Goethe University) 2018

Turlo, Sergey (2018), **Mergers, Welfare, and Bargaining Power**
Presentations: Research Seminar Bacharach 2017

Research Funding, Grants, and Awards

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| 2025 | DFG Grant for Project "State Space Abstractions in Rational Inattention Discrete Choice Models," with Thomas Otter (principal investigator), Grant ID: OT 447/3-1, EUR 227,286. Role: Contributor to conceptual development and proposal writing. |
| 2023, 2024 | Travel Grants by "Freunde und Förderer der Goethe Universität," €1,600 |
| 2023 | ISMS Early-Career Scholars Camp at Duke University, Durham |
| 2022 | DFG Grant for Project "Application of Rational Inattention in Discrete Choice Modeling," with Thomas Otter (principal investigator), Grant ID: OT 447/2-1, €335,672. Role: Co-initiator of the project; major contributor to the conceptual development and proposal preparation. |
| 2013 - 2016 | Graduate Scholarship, Goethe University |
| 2009 - 2013 | Scholarship of German National Academic Foundation (Studienstiftung des deutschen Volkes) |
| 2008 - 2011 | EBS Alumni Fellowship |
| 2009 | EBS Alumni Citi Foundation Scholarship, €10,000 |

Service

2025 - present	Co-initiator and co-organizer of the online Marketing Postdoc Seminar Series (https://sites.google.com/view/marketingpostdocseminar/), a cross-institutional forum for postdoctoral researchers in marketing
2023 - present	Co-organizer of the Hans-Strothoff Marketing Seminar Series, Goethe University Frankfurt Marketing Department
2023 - present	Coordinator of the master-thesis allocation and matching process, Goethe University Marketing Department
2023 - 2024	Co-organizer of Frankfurt Junior Marketing Seminar
2023	Reviewer for EMAC Annual Conference 2023 and EMAC Regional Conference 2023
2023	Ad hoc referee: Review of Industrial Organization
2017	Co-organizer of Research Seminar Bacharach (hosted by the Chair of Economics and Finance, Prof. Dr. Roman Inderst)
2016	Co-organizer of Research Seminar Ehrenbreitstein (hosted by the Chair of Economics and Finance, Prof. Dr. Roman Inderst)

Research Visits, Invited Seminars, and Workshops

2026 (scheduled)	Tilburg School of Economics & Management, hosted by Johannes Kasinger
2026	Invited participant in the 13th Triennial Invitational Choice Symposium 2026 in Vail, Colorado, workshop "Modeling choice under information frictions," organized by Arash Laghaie, Jean-Pierre Dubé, and Thomas Otter
2024	Invited presentation, Behavioral IO Seminar, Frankfurt School of Finance & Management

Teaching Experience

2019 - present	Supervision of Bachelor theses ($N = 45$) and Master theses ($N = 10$)
2020 - 2025	Lecturer and course designer, Application of Theory in Marketing (MSc and advanced undergraduate); translating marketing theory into empirical research designs and managerial applications; taught in English; 2024 evaluation: 5.15/6 (6 = highest)
2017	Teaching Assistant in Advanced Microeconomics 2 - Contract Theory (Ph.D.)
2017	Teaching Assistant in Advanced Financial Economics 2 - Corporate Finance (Ph.D.)

Additional Information

Languages	German (native), English (fluent), Russian (speaking and listening: fluent; reading and writing: working knowledge)
Software	R, Rcpp, LaTeX, SymPy (Python), Microsoft Office, Mathematica, Stata, MATLAB/Octave

References

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Simone Wies, Ph.D.
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