

TECK-HUA HO

Marketing Group
Haas School of Business
University of California, Berkeley
Tel: (510) 643-4272 (Office); 925-377-0329 (Home)

ACADEMIC EXPERIENCE

EDUCATION

University of Pennsylvania, M.A. (Honorary), May 1999

University of Pennsylvania, The Wharton School, *Ph.D.* (Decision Sciences), May 1993

University of Pennsylvania, The Wharton School, *M.A.* (Decision Sciences), May 1991

National University of Singapore, *M. Sc.* (Computer and Information Sciences), May 1989

National University of Singapore, *B. Eng.* (Electrical Engineering), 1st Class Honors, May 1985

UNIVERSITY POSITIONS

University of California, Berkeley, Haas School of Business
William Halford, Jr. Family Professor of Marketing, July 2002 –
Associate Dean for Global Initiatives, July 2014 -
Director, Asia Business Center, July 2007 -
Chair, Marketing Group, July 2004 - June 2006; July 2008 - June 2011
Associate Dean of Academic Affairs, July 2004 - June 2006

University of Pennsylvania, The Wharton School
Associate Professor of Marketing (with tenure), July 1999 - June 2002
Associate Professor of Marketing, July 1997 - June 1999

University of California, Los Angeles, The Anderson School
Assistant Professor of Operations and Technology Management, July 1994 - June 1997

COURSES TAUGHT

MBA

Pricing Policy
Marketing Research
Marketing and Electronic Commerce
Internet Business Models
Technology and Operations Management Core Course

Undergraduate

Marketing Research
Marketing and Electronic Commerce
Marketing Core Course

Ph. D.

Marketing Models
Experimental Economics

PUBLICATIONS

A. Articles published in refereed journals

I. Behavioral and Experimental Economics

1. Ho, T-H and Yeung C., "Giving Feedback to Clients," *Management Science, Forthcoming*.
2. Ho, T-H and Su X., "A Dynamic Level-k Model in Sequential Games" *Management Science*, 59: 452-469, 2013.
3. Chen, Y, Ho, T-H, and Kim, K-M "Knowledge Market Design: A Field Experiment at Google Answers," *Journal of Public Economic Theory*, 12:4, 641–664, 2010.
4. Ho, T-H and Su X. "Peer-induced Fairness in Games," *American Economic Review*, 99:5, 2022-2049, 2009. *
5. Andrade E. and Ho T-H "Gaming Emotions in Social Interactions," *Journal of Consumer Research*, 36:539-552, 2009. [Lead Article]
6. Ho, T-H, Wang, X., and Camerer, C. "Individual Differences in the EWA Learning with Partial Payoff Information," *The Economic Journal*, 118:37-59, 2008.*
7. Andrade, E. and Ho, T-H "How is the Boss's Mood Today? I Want a Raise," *Psychological Science*, Vol. 18, no. 8, 668-671, 2007.

8. Ho, T-H., Camerer, C. and Chong, J-K. "Self-tuning Experience-Weighted Attraction Learning in Games" *Journal of Economic Theory*, Vol. 133, no. 1, 177-198, 2007. **
9. Chong J-K, Camerer, C., and Ho, T-H. "A Learning-based Model of Repeated Games with Incomplete Information," *Games and Economic Behavior*, Vol. 55, no. 2, pp. 340-371, 2006.
10. Ho, T-H and K. Weigelt, "Trust Building Among Strangers," *Management Science*, 51: 4, April 2005, 519-530. [Lead Article] [Finalist, John D. C. Little Best Paper Award]. *
11. Camerer, C. Ho, T-H and Chong J-K. "A Cognitive Hierarchy Model of Games," *Quarterly Journal of Economics*, August 2004, 119(3), 861-898. ****
12. Ho, T-H and Chris Tang "Introduction to Special Issue on Marketing and Operations Management Interfaces and Coordination," *Management Science*, April 2004, pp. 429-430.
13. Camerer, C., Ho, T-H, and Chong, J-K, "Models of Thinking, Learning, and Teaching in Games," *The American Economic Review*, Papers and Proceedings, Vol. 93(2), May 2003, 192-195. *
14. Camerer, C. Ho, T-H., and Chong, J-K. "Sophisticated Experience-Weighted Attraction Learning and Strategic Teaching in Repeated Games," *Journal of Economic Theory*, 104 (2002), 137-188. ***
15. Camerer, C. and Ho, T-H., "Experience-weighted Attraction Learning in Normal-form Games," *Econometrica*, 67 (1999), 827-874. *****
16. Ho, T-H., Camerer, C., and Weigelt, K. "Iterated Dominance and Iterated Best-Response in Experimental p -Beauty Contests," *The American Economic Review*, 88 (1998), 947-969.***
17. Camerer, C. and Ho, T-H, "Experience-Weighted Attraction Learning in Coordination Games: Probability Rules, Heterogeneity, and Time Variation," *Journal of Mathematical Psychology*, 42 (1998), 305-326. *
18. Ho, T-H and Weigelt, K., "Task Complexity, Equilibrium Selection, and Learning: An Experimental Study," *Management Science*, 42 (1996), 659-679. *
19. Ho, T-H., "Finite Automata Play Repeated Prisoner's Dilemma with Information Processing Costs," *Journal of Economic Dynamics and Control*, 20 (1996), 173-207.
20. Camerer, C. and Ho, T-H., "Violations of the Betweenness Axiom and Nonlinearity in Probability," *Journal of Risk and Uncertainty*, 8 (1994), 167-196. ****

II. Quantitative Marketing

1. Ho Teck Hua, Li, S. Park S-E, and Shen, M., "Customer Influence Value and Purchase Acceleration in New Product Diffusion," *Marketing Science*, Vol. 31, no. 2, pp. 236-256,

2012.

2. Caro, F., Yee, C., Levin, S., Gottfried, A., Winter, J., McFadden, D., and Ho T-H "Choosing Among Residential Options: Results of a Vignette Experiment," *Research on Ageing*, 34: 3-33, 2012.
3. Goldfarb, A., Ho H-T, Amaldoss, W., Brown, A., Chen, Y., Cui, T., Galasso, A., Hossain, T., Hsu, M., Lim, N., Xiao, M., and Yang, B. "Behavioral Models of Managerial Decision Making," *Marketing Letters*, 23:2, 405-421, 2012.
4. Ho, T-H and Zhang, J-J "Designing Price Contracts for Boundedly Rational Customers: Does the Framing of the Fixed Fee Matter?" *Management Science*, 54:4, 2008, 686-700.**
5. Ho, T-H and Chen, K-Y "Discovering and Managing New Product Blockbusters: The Magic and Science of Prediction Markets" *California Management Review*, Fall 2007, 50:144-158.
6. Lim, N. and Ho T-H "Designing Price Contracts for Boundedly Rational Customers: Does the Number of Blocks Matter?" *Marketing Science*, 26 (3), 312-326, 2007. *
7. Ho, T-H., Lim, N and Camerer, C. "How Psychological Should Economic and Marketing Models Be?" *Journal of Marketing Research*, Vol. XL III (August 2006), pp. 341-344.
8. Ho, T-H., Lim, N and Camerer, C. "Modeling the Psychology of Consumer and Firm Behavior with Behavioral Economics," *Journal of Marketing Research*, Vol. XL III (August 2006), 307-331. [Lead Article and Discussion Paper] [Finalist, William F. O'Dell Award] **
9. Ho, T-H, Young-Hoon Park, and Yongpin Zhou "Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Life-time Value," *Marketing Science*, Vol. 25, No. 3, May-June 2006, pp. 260-277. *
10. Erdem, Tülin, Kannan Srinivasan, Wilfred Amaldoss, Patrick Bajari, Hai Che, Teck Ho, Wes Hutchinson, Michael Katz, Michael Keane, Robert Meyer, and Peter Reiss (2005) "Theory-Driven Choice Models," *Marketing Letters* , 16 (3-4).
11. Bradlow, E., Hu, Y. and Ho, T-H. "A Learning-based Model for Imputing Missing Levels in Partial Conjoint Profiles," *Journal of Marketing Research*, 2004, 369-381. [Lead Article] [Finalist, JMR-Paul Green Award] *
12. Bradlow, E., Hu, Y. and Ho, T-H. "Modeling Behavioral Regularities of Consumer Learning in Conjoint Analysis," *Journal of Marketing Research*, 2004, 392-396.
13. Ho, T-H. and Chong, J-K. "A Parsimonious Model of Stockkeeping-Unit Choice," *Journal of Marketing Research*, Vol. XL, 2003, 351-365. *

14. Chakravarti, Dipankar, Eric A. Greenleaf, Atanu R. Sinha, Amar Cheema, James C. Cox, Daniel Friedman, Teck H. Ho, R. Mark Isaac, Andres A. Mitchell, Amnon Rapoport, Michael H. Rothkopf, Joydeep Srivasta, Rami Zwick (2002), "Auctions: Research Opportunities in Marketing," *Marketing Letters*, 13: 281-296.*.
15. Chong, J-K., Ho, T-H., and Tang, C. "A Modeling Framework for Category Assortment Planning," *Manufacturing & Service Operations Management*, 3:3 (2001), 191-210. [Lead Article] *
16. Tang, C., and Bell, D., Ho, T-H. "Store Choice and Shopping Behavior: How Price Format Works?" *California Management Review*, 43 (2001), 56-74. **
17. Ho, T-H., Tang, C., and Bell, D., "Rational Shopping Behavior and the Option Value of Variable Pricing," *Management Science*, 44, 12-Part-2 (1998), S145-S160. [Lead Article]**
18. Bell, D., Ho, T-H., and Tang C., "Determining Where to Shop: Fixed and Variable Costs of Shopping," *Journal of Marketing Research*, 35 (1998), 352-369. ****
19. Cohen M., Eliashberg, J., and Ho, T-H., "An Anatomy of a Decision-Support System for Developing and Launching Line Extensions," *Journal of Marketing Research*, 34 (1997), 117-129.

III. Marketing and Operations Management Interfaces

1. Ho, T-H, Su, X. and Wu, Y. "Distributional and Peer-induced Fairness in Supply Chain Contract Design," *Production and Operation Management*, Vol. 23, No. 2, pp 161-175, 2014
2. Ho, T-H, Lim, N. and Cui, T. "Reference-Dependence in Multi-location Newsvendor Models: A Structural Analysis," *Management Science*, pp. 1891-1910, 2010.
3. Ren, J., Cohen, C, Ho, T-H, and Terwiesch, C "Information Sharing in a Long-term Supply Chain Relationship: The Role of Customer Review Strategy," *Operations Research*, 58:1, pp. 81-93, 2010.*
4. Terwiesch, C., Ren, J., Ho, T-H, and Cohen, C. "An Empirical Analysis of Forecast Sharing in the Semiconductor Equipment Supply Chain," *Management Science*, Vol. 51, No. 2, pp. 208-220. 2005.**
5. Ho, T-H and Zheng, Y-S. "Setting Customer Expectation in Service Delivery: An Integrated Marketing-Operations Perspective," *Management Science*, 2004, pp. 479-488.*
6. Cohen, C., Ho, T-H, Ren, J. and Terwiesch, C. "Measuring Imputed Costs in the Semiconductor Equipment Supply Chain," *Management Science*, 2003, pp. 1653-1670.*
7. Rhim, H., Ho, T-H., Karmarkar, U. "Competitive Location, Production, and Market Selection," *European Journal of Operations Research*, 149, 2003, 211-228.

8. Ho, T-H., Savin, S. and Terwiesch, C. "Managing Demand and Sales Dynamics in Constrained New Product Diffusion Under Supply Constraint," *Management Science*, 48:2, 2002, 187-206. **
9. Cohen, M., Eliashberg, J., and Ho, T-H. "An Analysis of Several New Product Performance Metrics," *Manufacturing & Service Operations Management*, 4, 2000, 337-349.
10. Cohen, M., Eliashberg, J., and Ho, T-H., "New Product Development: The Performance and Time-to-Market Tradeoff," *Management Science*, 42, 1996, 173-186. ***

IV. Information Systems

1. Chan, T., Chung, S-L., and Ho, T-H., "An Economic Model to Estimate Software Rewriting and Replacement Times," *IEEE Transactions on Software Engineering*, 22 1996, 580-598.*
2. Watson, R., Ho, T-H., and Raman, K. S., "Culture: A Fourth Dimension of Group Support Systems," *Communications of the ACM*, 37, 10, 1994, 44-55. ***
3. Ho, T-H. and Raman, K. S., "The Effect of GDSS and Elected Leadership on Small Group Meetings," *Journal of Management Information Systems*, 8, 1991, 109-133.*

B. Other articles, including chapters in books

1. Camerer, C. and Ho, T-H "Behavioral Game Theory Experiments and Modeling," In Handbook of Game Theory, *Forthcoming*.
2. Ho, T-H. "Individual Learning in Games," Blume, L. and Durlauf, S. (eds.) *The New Palgrave Dictionary of Economics: Design of Experiments and Behavioral Economics*, Palgrave Macmillian, 2008.
3. Camerer, C., Ho, T-H, and Chong J-K "Behavioral Game Theory: Thinking, Learning, and Teaching," **Paper presented at the Nobel Symposium 2002, Essays in Honor of Werner Guth, Steffen Huck (Eds.), 2005.****
4. Chong J-K, Camerer, C. and Ho, T-H "Cognitive Hierarchy: A Limited Thinking Theory of Games," *Experimental Business Research*, Vol. II., Rami Zwick and Amnon Rapoport (eds.), Kluwer Academic Publishers, 2004.
5. Chong, J-K, Ho, T-H., and Tang, C. "Demand Modeling in Product Line Trimming: Substitutability and Variability," in *Managing Business Interfaces: Marketing, Engineering, and Manufacturing Perspectives*, Chakravarty, A. and Eliashberg J. (Eds.), 2004.
6. Camerer, C. and Ho, T-H., "Learning and Equilibrium in Games," in *Handbook of Experimental Economics Results*, Plott, C. and Smith, V. (Eds.), North-Holland, 2003.
7. Camerer, C., Hsia, D. and Ho, T-H. "EWA Learning in Bilateral Call Markets," in

Experimental Business Research, Zwick, R. and Rapoport, A. (Eds.), New York: Kluwer Academic Publishers, 2002. (refereed)

8. Camerer, C. and Ho, T-H., "Strategic Learning and Teaching," in Hoch, S. and Kunreuther, H. (Eds.), *Wharton on Decision Making*, John Wiley & Sons, 2001, 159-175.

9. Cohen, M., Ho, T-H. and Matsuo, H. "Operations Planning in the Presence of Innovative Diffusion Dynamics," in *New Product Diffusion Models*, Mahajan, V., Muller, E., and Wind, J. (Eds.), Kluwer Academic Publishers, 2000, 237-262. (refereed).

10. Camerer, C. and Ho, T-H., "Experience-weighted Attraction Learning in Games: Estimates from Weak-Link Games," in *Games and Human Behavior: Essays in Honor of Amnon Rapoport*, Budescu, D., Egev, I., and Zwick, R. (Eds.), Lawrence Erlbaum Associations, Inc., 1999, 31-52. (refereed).*

11. Ho, T-H. and Weigelt, K., "Game Theory and Competitive Strategy," in *Wharton on Dynamic Competitive Strategies*, Day, G. and Reibstein, D. (Eds.), John Wiley & Sons, 1998, 127-150.

Reprinted in de Wit, B. and Meyer, R. *Strategy: Process, Content, Context*. International Thomson Business Press, 1998.

12. Cohen, M., Eliashberg, J., and Ho, T-H. "New Product Design Strategy Analysis: A Modeling Framework," in *Management of Design: Engineering and Management Perspectives*, Dasu, S. and Eastman, C. (Eds.), Kluwer Academic Publishers, 1994, 45-60.

13. Chan, T., Chung, S-L., and Ho, T-H., "Timing of Software Replacement," in *Proceedings of the Fifteenth International Conference on Information Systems*, Vancouver, 1994, 291-307. (Refereed)

14. Ho, T-H., Raman, K. S., and Watson, R., "Group Decision Support Systems: The Cultural Factor," in *Proceedings of the Tenth International Conference on Information Systems*, Boston, 1989, 119-129. (Refereed) *

C. Book editing

Ho, T-H and Tang, C. (Eds.), *Product Variety Management: Research Advances*, Springer, 1998. *

- * More than 50 citations per scholar.google.com
- ** More than 100 citations per scholar.google.com
- *** More than 200 citations per scholar.google.com
- **** More than 400 citations per scholar.google.com
- ***** More than 800 citations per scholar.google.com

D. Working paper

1. "Sunk Cost Fallacy in Driving the World's Costliest Car" (with Ivan Png. and Sadat Reza) (Under revision for *Review of Economic Studies*)
2. "How Monitoring Influences Trust: A Tale of Two Faces" (with Maurice Schweitzer and Xing Zhang) (under revision for *Management Science*)
3. "Using Reward Framing and Commitments to Incentivize Long-Term Vocational Training" (with Catherine Yeung) (Submitted to *Proceedings of the National Academy of Sciences*)
4. A Generalized Cognitive Hierarchy Model of Games (with Juin-Kuan Chong and Colin Camerer ((Submitted to *Games and Economic Behavior*)
5. Level-r Model with Adaptive and Sophisticated Learning (with So-Eun Park and Xuanming Su)

E. Work in progress

1. Estimating Iso-cavity Curves in Dental Care Regimen (with Matthew Rabin and Grace Ong)
2. Pricing Traps (with Michael Katz)
3. An Evolution of Social Justice Mechanisms (with Ming Hsu and Xing Zhang)
4. Mitigating Peer-induced Preferences (with Xuanming Su and Yaozhong Wu)
5. Committing to Good Habits (with Iris Hung)
6. Challenging Others to Change Behaviors (with Catherine Yeung)

UNIVERSITY ACTIVITIES

COMMITTEE RESPONSIBILITY

Anderson School Doctoral Council, 1996
 Wharton School International Committee, 1998
 Wharton Marketing Department, Chairman, IT Committee, 1999
 Wharton Marketing Department, Recruitment Committee, 2000
 Wharton Marketing Department, Chairman, Curriculum Committee, 2000
 Wharton School Dean Council on Research, 2000
 Wharton School MBA Curriculum Committee, 2000
 NUS Business School, Faculty Promotion and Tenure Committee, Chair, 2001-2005
 Haas School MBA Program Committee, 2002
 Haas School Marketing Group, Recruitment Committee, 2003

Haas School MBA Program Committee, Chair, 2003-2004
Hass School Policy and Planning Committee (Elected), 2003-2005; 2008-2010
Haas School Search Committee for Chief Operating Office, 2006
Faculty Chair, 2004-2005
Executive Director, Berkeley Experimental Social Sciences Laboratory, 2004-2005
NUS (Singapore), Search Committee for Dean, 2007
Haas School Search Committee for Dean, 2008
University of California, Berkeley International Strategy Task Force, 2011
Faculty Director, Center for Executive Education, 2009-2011
NUS (Singapore), Finance & Risk Management Cluster, Chairman, 2011-
NUS (Singapore), Interactive & Digital Media Institute, Chairman of Management Board, 2011-
NUS (Singapore), Research Excellence Award Committee (REAC), Chairman, 2011-
NUS (Singapore), Risk Management Institute, Deputy Chairman of Management Board, 2012-
NUS (Singapore), Centre for Quantitative Finance, Chairman of Management Board, 2012-
NUS (Singapore), Institute for Mathematical Sciences, Chairman of Management Board, 2013-
Hass School Policy and Planning Committee, 2013-

DOCTORAL DISSERTATION COMMITTEES

Taizan Chan, Queensland University of Technology - Advisor
Hosun Rhim, Korea University - Member
Jiin-Kuan Chong, National University of Singapore - Advisor
Sergei Savin, University of Pennsylvania - Member
Ming Ding, Pennsylvania State University - Member
Eric M. Eisenstein, Drexel University - Member
Justin Ren, Boston University - Co-advisor
Xin Wang, Brandeis University - Member
Noah Lim, University of Wisconsin-Madison - Advisor
Juanjuan Zhang, Massachusetts Institute of Technology - Co-advisor
Steven Huff, Brigham Young University - Advisor
Mario Capizzani, University of Navarra - Advisor
Yakov Bart, INSEAD - Member
So-Eun Park, University of California, Berkeley - Advisor

PROFESSIONAL ACTIVITIES

EDITORIAL ACTIVITIES

Editorships

Management Science
[Editor-in-Chief, 2014-](#)

Departmental Editor, Behavioral Economics Department, 2011-2014
Departmental Editor, Decision Analysis Department, 2008-2011
Associate Editor, Decision Analysis Department, 1998-2008
Associate Editor, Operations and Supply-Chain Management, 2004- 2008
Guest Co-Editor for Special Issue on Marketing and Operations Interfaces, 2001
Associate Editor for Interdisciplinary Research Department, 2000-2003
Associate Editor for Special Responsibilities, 1998 –1999.

Journal of Marketing Research
Associate Editor, 2006-2014

Marketing Science
Associate Editor, 2007-2014

Foundations and Trends in Marketing
Co-Editor, 2006-2014

IIE Transactions
Associate Editor, 1996-2000

IEEE Transactions on Engineering Management
Associate Editor, 2001-2006

Editorial boards

Marketing Science, 2005-2007
Journal of Marketing Research 2004-2006
Quantitative Marketing and Economics, 2001- 2013
California Management Review, 2002- 2013
Manufacturing and Service Operations Management, 1996-2005
Economic Inquiry, 1996-2002.

Member, National Science Foundation, DRMS Panel, 2005-2007

Occasional Reviewer

American Economic Review
Econometrica
Review of Economic Studies
Games and Economic Behavior
Journal of Economic Behavior and Organization
Journal of Economic Theory
MIS Quarterly
National Science Foundation, USA (Economics, DRMS); Canada, Hong Kong
Operations Research

ORGANIZING PROFESSIONAL PROGRAMS

Chair, Organization Committee, 4th NUS Behavioral Economics Summer Institute, 2013

Session Chair, “Behavioral Economics Models in Marketing,” INFORMS Beijing, 2012

Chair, Organizing Committee, 3rd NUS Behavioral Economics Summer Institute, 2012

Conference Chair, “Leading Through Innovation,” 2nd Asia Business Center Conference Shanghai, 2011

Co-Organizer, 2nd NUS Behavioral Economics Summer Institute, 2011

Co-Organizer, 1st NUS Behavioral Economics Summer Institute, 2010

Conference Chair, “Managing Family Business in Global Marketplace,” 1st Asia Business Center Conference, Singapore, 2009

Program Committee, 2006 ACM Conference on Electronic Commerce

Judge, 2004 MSOM Student Paper Competition

Session Chair, “Marketing-Production Coordination” and “Product Variety Management,” INFORMS National Meeting, San Diego, 1997

Session Chair, “Product Variety and Store Choice” and “Learning in Games and Decisions,” INFORMS National Meeting, Dallas, October 1997

Cluster Chair, “New Product Development” and “Marketing-Production Interfaces,” TIMS International Meeting, Singapore, 1995

Session Chair, “Dynamic Marketing-Production Interfaces,” and “New Product Portfolio Management,” INFORMS National Meeting, New Orleans, 1995

Session Chair, “OR Research/Application in Singapore,” ORSA/TIMS National Meeting, Los Angeles, 1994

LECTURING

Presentations at National and International Conferences

“Dynamic Level-k Model in Sequential Games,” INFORMS Beijing, 2012.

Panel Chair, “Successful Chinese Entrepreneurs: Business Strategies, Responsibilities and Growth,” 11th World Chinese Entrepreneurs Convention, Singapore 2012.

“Decision Analysis” INFORMS National Meeting, Austin, 2011

“Dynamic Level-k Model in Centipede Games,” Choice Symposium, Miami, 2010.

“Behavioral Game Theory” Theory Rich Marketing Modeling Workshop, Duke University, Durham, 2007

“A Layperson’s Introduction to Experimental Economics” Doctoral Symposium, Marketing Science Conference, Singapore, 2007

“A Behavioral Theory of Pricing” Marketing Science Conference, Singapore, 2007

“Game Theory: Experiments” Keynote Speaker at Society of Neuroeconomics Conference, Salt Lake City, 2006.

“Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Life-time Value,” Marketing Science Conference, Atlanta, 2005

“A Cognitive Hierarchy Theory of One-shot Games,” Bay Area Marketing Colloquia at Stanford, 2003

“An Experimental Study of Three Internet Pricing Mechanisms,” Choice Symposium, Berkeley, 2001.

“An Experimental Study of Three Internet Pricing Mechanisms,” ACR Conference, Salt Lake City, 2000.

“A Parsimonious Model of SKU Choice” INFORMS Marketing Science Conference, Syracuse University, Syracuse, 1999.

“Trust building Among Strangers,” ACR Conference, Columbus, 1999.

“Experience-weighted Attraction Learning in Games,” ACR Conference, Columbus, 1999.

“Experience-weighted Attraction Learning in Games,” First Asian Conference on Experimental Business Research, Hong Kong, 1999.

“Experience-based Reinforcement and Response Sensitivity in SKU Choice,” Marketing Science, INSEAD, France, 1998.

“Experience-based Reinforcement and Response Sensitivity in SKU Choice,” Choice Symposium, HEC, France, 1998.

“Experience-weighted Attraction Learning in Games,” Marketing Science, Berkeley, 1997.

“Rational Shopping and the Option Value of Variable Pricing,” Marketing Science, Berkeley, 1997.

“Experience-weighted Attraction Learning in Games,” INFORMS National Meeting, Dallas, 1997.

“Rational Shopping and the Option Value of Variable Pricing,” INFORMS National Meeting, Dallas, 1997.

“Rational Shopping and the Option Value of Variable Pricing,” INFORMS National Meeting, Atlanta, 1996.

“Modeling Delivery-Time Commitment,” TIMS International Meeting, Singapore, 1995.

“Demand Modeling in Line Extension,” INFORMS National Meeting, New Orleans, 1995.

“Violations of the Compound Lottery Reduction Axiom: Evidence and Interpretation,” ORSA/TIMS National Meeting, Orlando, 1992.

“New Product Development Performance, Timing, and the Marketing-Manufacturing Interface,” ORSA/TIMES National Meeting, San Francisco, 1992.

“Finite Automata Play Repeated Prisoner’s Dilemma with Information Processing Costs,” International Conference of Game Theory, Florence, Italy, 1991.

Guest Lecturer at Faculty Research Seminars

Caltech, 1997, 2013
Carnegie-Mellon University, 1993, 2003
City University of Hong Kong, 2005
Cornell University, 1998, 2008, 2010
Columbia University, 1993, 2001, 2007
Duke University, 1999, 2006
Harvard, 2003
Hong Kong University of Science and Technology, 1997
Hong Kong University, 2006
Houston University, 2007
INSEAD, 1998, 2005, 2007, 2011
Massachusetts Institute of Technology, 2000, 2005
National University of Singapore, 1999-2001, 2002- 2004, 2005- 2007, 2008, 2010, 2011
New York University, 2009
Northwestern University, 2006, 2011
Peking University, 2006
Singapore Management University, 2000, 2001, 2002
Stanford University, 1996, 2003, 2013

Texas A&M University, 1997
University of California, Berkeley, 1997, 2001, 2003, 2005, 2009, 2010, 2013
University of California, Davis, 2014
University of California, Irvine, 1996
University of California, Los Angeles, 1993, 1997
University of California, San Diego, 2011
University of Chicago, 2000
University of Florida, 1999
University of Michigan, 2005 (Spring), 2005 (Fall), 2013
University of Minnesota, 2010
University of Pennsylvania, 1996, 1998, 1999, 2007, 2008, 2010
University of Rochester, 2005
University of Texas, Austin, 1993
University of Texas, Dallas, 2000
University of Toronto, 2005
University of Vancouver, 2006
Washington University in St Louis, 2000, 2008
Yale University, 2004

PROFESSIONAL AFFILIATIONS

American Economic Association
Economic Science Association
Econometric Society
The Institute of Operations Research and Management Science (INFORMS)

RESEARCH GRANTS

NSF (\$530,000) to study “the Measurement and Neural Foundations of Strategic IQ,” with Colin Camerer and Ralph Adolphs, 2004-2007.

NSF (\$560,000) to establish “Berkeley Experimental Social Sciences Laboratory,” with George Akerlof, Barbara Mellers, and John Morgan, 2003-2005.

Hewlett Packard (\$100,000) to study “Design of Distribution Contracts,” 2004-2005.

NSF (\$430,000) to study “Collaborative Research: Sophisticated EWA Learning and Strategic Teaching in Repeated Games,” with Colin Camerer, 2000-2003.

INTEL (\$220,000) to study “Supply Contracting in High-Tech Industry,” with Morris Cohen and Christian Terwiesch, 1999-2001.

SMU-Wharton Research Center (\$125,000) to study “Electronic Market Institutions,” with Stephen Hoch, 2000-2002.

SMU-Wharton Research Center (\$56,000) to study “Co-shopping Behavior,” with Jehoshua Eliashberg, 2000-2001.

NSF (\$227,000) to study “Collaborative Research: Experience-weighted Attraction Learning in Games,” with Colin Camerer, 1998-2000.

NSF (\$245,000) to study “Collaborative Research: Iterative Rationality and Learning in Non-cooperative Games,” with Colin Camerer, 1995-1997.

FELLOWSHIPS AND HONORS

Finalist, William F. O’Dell Award, 2011
Distinguished Teaching Award, Highest at UC Berkeley, 2010
Cheit Teaching Award (Evening MBA), First Runner-Up, 2009
Finalist, John D.C. Little Best Paper Award, 2006
Finalist, Paul Green Best Paper Award, 2005
Cheit Teaching Award (Weekend MBA), Winner of the Best Teacher Award, 2006
Cheit Teaching Award (Evening MBA), Winner of the Best Teacher Award, 2005
Cheit Teaching Award (Day Time MBA), Winner of the Best Teacher Award, 2004
Cheit Teaching Award (Day Time MBA), Honorable Mention, 2003
Faculty Fellow, AMA Doctoral Consortium, Minnesota, 2003
Helen Kardon Moss Anvil Teaching Award, Finalist, Wharton, 2000
M.A. (Honorary), University of Pennsylvania, The Wharton School, 1999.
Deloitte and Touche Award for Management Field Study, Advisor, UCLA, 1996
George Dantzig Best Dissertation Award, Honorable Mention, 1994
Operations Research Society Doctoral Colloquium Fellow, Stanford, 1992
ARCO Chemical Dissertation Fellowship, University of Pennsylvania, 1992
University Fellowship, University of Pennsylvania, 1990-1991

RECENT CONSULTING PROJECTS

MATTHEWS ASIA (2013)
ZYNGA (2011)
MAXIM (2011)
SPACELABS HEALTHCARE (2010)
GOOGLE (2010)
JOHNSON & JOHNSON (2010)
FAT SPANIEL (2009-2010)
SECURITY NETWORK OF AMERICA (2006-2010)
AUTODESK, INC. (2004-2006; 2008, 2009-2010, 2013-)
QUICKLOGIC (2008)
BOSTON SCIENTIFIC CORPORATION (2003-2007)

HP (2003-2009)
NUS, AMERICA (2003-2010)
COMPLIANCE EASE (2004-2005)
EBAY (2005)
MARTEK BIOSCIENCES CORPORATION (2004)
SLINGSHOT SOLUTIONS (2001-2003)
IGINE (2003-2004)
BOEING (2002)
INFORMATION RESOURCE INC (2001-2002)
INTEL (1999-2002)
CAMPBELL'S SOUP (1992-1996)

PERSONAL INFORMATION

Citizenship: Singapore

Spouse: Ling Ling Low

Children: Jia Hui (Grace) and Qi Zheng (Daniel) Ho