

Teck-Hua HO

Senior Deputy President
Provost
Tan Chin Tuan Centennial Professor
Professor (Department of Marketing)
Professor (Department of Economics)
Professor (Department of Analytics & Operations)
Professor (Department of Industrial Systems Engineering and Management),
National University of Singapore

Executive Chairman,
AI Singapore

Chairman,
Singapore Data Science Consortium

Director,
Centre for Behavioural Economics,
National University of Singapore

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PROFESSIONAL EXPERIENCE

National University of Singapore

2018-present Senior Deputy President
Provost
2017-present Executive Chairman, AI Singapore
Chairman, Singapore Data Science Consortium
2015-2017 Deputy President (Research and Technology)
2015-present Professor, Department of Analytics & Operations
Professor, Department of Industrial Systems Engineering and Management
2012-2017 Director, NUS Global Asia Institute
2011-present Tan Chin Tuan Centennial Professor
2011-present Director, Centre for Behavioural Economics
2011-present Professor, Department of Marketing & Department of Economics
2011-2012 Vice President (Research Strategy)
2000-2010 Visiting Professor
1993-1994 Lecturer

Walter A Haas School of Business at the University of California, Berkeley

2002-2015 William Halford Jr Family Professor of Marketing
2007-2015 Director, Asia Business Center
2004-2006, 2008-2011 Chair, Marketing Group
2004-2006 Associate Dean of Academic Affairs

Wharton School of the University of Pennsylvania

- 1999-2002 Associate Professor of Marketing (with tenure)
- 1997-1999 Associate Professor of Marketing

UCLA Anderson School of Business

- 1994-1997 Assistant Professor of Operations and Technology Management

Teaching

- Experimental economics
- Internet business models
- Marketing and electronic commerce
- Marketing models and research
- Pricing and revenue model design
- Technology and operations management

EDUCATION

- University of Pennsylvania, MA (Honorary) (1999)
- University of Pennsylvania, PhD in decision sciences (1993)
- University of Pennsylvania, MA in decision sciences (1991)
- National University of Singapore, MSc in computer and information sciences (1989)
- National University of Singapore, BEng (first class honours) in electrical engineering (1985)

AWARDS

- Williamson Award (2015); this is the Berkeley-Haas School's highest faculty award, named in honour of Oliver Williamson, the 2009 Nobel Laureate in Economic Sciences, and celebrates honourees who best reflect the character and integrity associated with Williamson's scholarly work and legacy
- First Runner-Up, Cheit Teaching Award (The Berkeley MBA for Executives Program) (2014)
- Second Place, Wickham Skinner Best Paper Award -- "Distributional and Peer-induced Fairness in Supply Chain Contract Design", with X. Su and Y. Wu (2014). The award is intended to: encourage scholarship, publication, and significant research in production and operations management; reward academics who have achieved unusually high accomplishments early in their careers; and facilitate the sharing of innovative ideas about teaching.
- Finalist, William F. O'Dell Award (2011) -- "Modeling the Psychology of Consumer and Firm Behavior with Behavioral Economics", with N. Lim and C. Camerer. The annual award honours the article in the *Journal of Marketing Research* that has made the most significant, long-term contribution to marketing theory, methodology, and/or practice.
- Distinguished Teaching Award, University of California, Berkeley (2010)
- First Runner-Up, Earl F. Cheit Award for Excellence in Teaching (Evening MBA Programme) (2009)
- Finalist, John D.C. Little Best Paper Award (2006) -- "Trust Building Among Strangers", with K. Weigelt. The award is given annually to the best marketing paper published in an INFORMS journal.
- Finalist, Paul Green Best Paper Award (2005) -- "A Learning-based Model for Imputing Missing Levels in Partial Conjoint Profiles", with E. Bradlow and Y. Hu. This award recognizes the best article in the *Journal of Marketing Research* that demonstrates the greatest potential to contribute significantly to the practice of marketing research.
- Earl F. Cheit Award for Excellence in Teaching (Weekend MBA Programme) (2006)
- Earl F. Cheit Award for Excellence in Teaching (Evening MBA Programme) (2005)
- Earl F. Cheit Award for Excellence in Teaching (Full-time MBA Programme) (2004)
- Honourable Mention, Earl F. Cheit Award for Excellence in Teaching (Full-time MBA Programme) (2003)
- Finalist, Helen Kardon Moss Anvil Teaching Award, Wharton School of the University of Pennsylvania (2000)
- Deloitte and Touche Award for Advisor of a Management Field Study, University of California, Los Angeles (1996)
- Honourable Mention, George Dantzig Best Dissertation Award (1994)
- ARCO Chemical Dissertation Fellowship, University of Pennsylvania (1992)
- University Fellowship, University of Pennsylvania (1990-1991)
- NUS Overseas Scholarship (1989-1993)
- PSC Merit Scholarship (1981-1985)

PROFESSIONAL AFFILIATIONS

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

JOURNAL ACTIVITIES

Editor

Management Science

- Editor-in-Chief (2014-2017)
- Departmental Editor, Behavioral Economics (2011-2014)
- Departmental Editor, Decision Analysis (2008-2011)
- Associate Editor, Operations and Supply-Chain Management (2004-2008)
- Associate Editor, Decision Analysis (1998-2008)
- Guest co-editor, special issue on marketing-operations interfaces (2001)
- Associate Editor, Interdisciplinary Research (2000-2003)
- Associate Editor, Special Responsibilities (1998-1999)

Marketing Science

- Associate Editor (2007-2014)

Journal of Marketing Research

- Associate Editor (2006-2014)

Foundations and Trends in Marketing

- Co-Editor (2006-2010)

IEEE Transactions on Engineering Management

- Associate Editor (2001-2006)

IIE Transactions

- Associate Editor (1996-2000)

Editorial Board Member

- *Behavioural Public Policy* (2017-present)
- *Marketing Science* (2005-2007)
- *Journal of Marketing Research* (2004-2006)
- *California Management Review* (2002-2010)
- *Quantitative Marketing and Economics* (2001-2010)
- *Manufacturing and Service Operations Management* (1996-2005)
- *Economic Inquiry* (1996-2002)

Reviewer

- *American Economic Review*
- *Econometrica*
- *Games and Economic Behavior*
- *Journal of Economic Behavior and Organization*
- *Journal of Economic Theory*
- *MIS Quarterly*
- *National Science Foundation, USA*
- *Operations Research*
- *Review of Economic Studies*
- *Sloan Management Review*

CONSULTATIONS

- Autodesk, Inc. (2004-2006, 2008-2010, 2013-2015)
- Matthews Asia (2013)
- Maxim (2011)
- Zynga (2011)
- Google (2010)
- Johnson & Johnson (2010)
- Spacelabs Healthcare (2010)
- Fat Spaniel (2009-2010)
- Security Network of America (2006-2010)
- NUS, America (2003-2010)
- HP (2003-2009)
- Quicklogic (2008)
- Boston Scientific Corporation (2003-2007)
- eBay (2005)
- Compliance Ease (2004-2005)
- Martek Biosciences Corporation (2004)
- IGINE (2003-2004)
- Slingshot Solutions (2001-2003)
- Boeing (2002)
- Information Resource Inc. (2001-2002)
- Intel (1999-2002)
- Campbell's Soup (1992-1996)

CONFERENCES, DISCUSSIONS, LECTURES & PROFESSIONAL PROGRAMMES

Conferences and Discussions

- “Does Big Data Solve Big Problems?”, Academia Sinica (2017)
- “A General Model of Nonequilibrium Behavior”, Taiwan Econometric Society conference (2017)
- “Does Big Data Solve Big Problems?”, 10th Annual CSAMSE conference (2017)
- “Does Big Data Solve Big Problems?”, 2nd CEIBS Marketing Symposium (2017)
- “Does Big Data Solve Big Problems?”, Annual Meeting of Taiwan Institute of Marketing Science (2016)
- “University Governance: The NUS Experience”, Summit on Transformational Leadership for Global Universities (2016)
- “A Scalable Online Platform for Weight Loss”, 2nd Singapore International Public Health Conference and 11th Singapore Public Health and Occupational Medicine Conference (2016)
- “How can analytics enable smarter insights for corporate advantage?”, moderator for roundtable discussion organised by *The Business Times* (Singapore) (2016)
- “Research Universities of the Future: Education, Innovation, International Collaboration”, panellist at the symposium, *Mechanics, Education and Research Universities: Perspectives for the 21st Century*, held at the American Academy of Arts and Sciences, in honour of Choon Fong Shih’s 70th birthday (2016)
- “Big data and its impact on business and society”, Firestarter presentation at the IRES-GIC (NUS Institute of Real Estate Studies and Government of Singapore Investment Corporation) Conference (2016)
- “Implementing the Smart City: Best Practices and Experiences of cities around the world”, panellist for roundtable discussion organised by *The Business Times* (Singapore) (2015)
- “Does Big Data Solve Big Problems?”, keynote speech at IEEM (2015)
- “Non-equilibrium Models in Games”, INFORMS (2015)
- “Does Big Data Solve Big Problems?”, POMS International Conference (2014)
- “Giving Feedback to Clients”, International Forum of Marketing Science and Applications (2013)
- “An Empirical Alternative to Backward Induction”, 9th Invitational Choice Symposium (2013)
- “Successful Chinese Entrepreneurs: Business Strategies, Responsibilities and Growth”, panel chair at the 11th World Chinese Entrepreneurs Convention (2012)
- “Dynamic Level- k Model in Sequential Games”, INFORMS (2012)
- “Decision Analysis”, INFORMS (2011)
- “Dynamic Level- k Model in Centipede Games”, Choice Symposium (2010)
- “Behavioral Game Theory”, Theory Rich Marketing Modeling Workshop, Duke University (2007)
- “A Layperson’s Introduction to Experimental Economics”, Doctoral Symposium, Marketing Science Conference (2007)
- “A Behavioral Theory of Pricing”, Marketing Science Conference (2007)
- “Game Theory: Experiments”, keynote speech at the Society of Neuroeconomics Conference (2006)
- “Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Life-time Value”, Marketing Science Conference (2005)
- “A Cognitive Hierarchy Theory of One-shot Games”, Bay Area Marketing Colloquia (2003)
- “An Experimental Study of Three Internet Pricing Mechanisms”, Choice Symposium (2001)
- “An Experimental Study of Three Internet Pricing Mechanisms”, ACR Conference (2000)

- "A Parsimonious Model of SKU Choice", INFORMS (1999)
- "Trust building Among Strangers", ACR Conference (1999)
- "Experience-weighted Attraction Learning in Games", ACR Conference (1999)
- "Experience-weighted Attraction Learning in Games", First Asian Conference on Experimental Business Research (1999)
- "Experience-based Reinforcement and Response Sensitivity in SKU Choice", Marketing Science Conference (1998)
- "Experience-based Reinforcement and Response Sensitivity in SKU Choice", Choice Symposium (1998)
- "Experience-weighted Attraction Learning in Games", Marketing Science Conference (1997)
- "Rational Shopping and the Option Value of Variable Pricing", Marketing Science Conference (1997)
- "Experience-weighted Attraction Learning in Games", INFORMS (1997)
- "Rational Shopping and the Option Value of Variable Pricing", INFORMS (1997)
- "Rational Shopping and the Option Value of Variable Pricing", INFORMS (1996)
- "Modeling Delivery-Time Commitment", TIMS International Meeting (1995)
- "Demand Modeling in Line Extension", INFORMS (1995)
- "Violations of the Compound Lottery Reduction Axiom: Evidence and Interpretation", ORSA/TIMS National Meeting (1992)
- "New Product Development Performance, Timing, and the Marketing-Manufacturing Interface", ORSA/TIMES National Meeting (1992)
- "Finite Automata Play Repeated Prisoner's Dilemma with Information Processing Costs", International Conference of Game Theory (1991)

Guest Lectures

- China Executive Leadership Academy in Pudong (2016)
- National Taiwan University (2016)
- University of British Columbia, Vancouver (2016)
- Singapore Civil Service College (2015, 2016)
- University of California, Davis (2014)
- University of California, San Diego (2011)
- Northwestern University (2006, 2011)
- University of Minnesota (2010)
- New York University (2009)
- Houston University (2007)
- Hong Kong University (2006)
- Peking University (2006)
- University of Vancouver (2006)
- Chinese University of Hong Kong (2005, 2015)
- University of Michigan (2005, 2013)
- University of Rochester (2005)
- University of Toronto (2005)
- Yale University (2004)
- Harvard University (2003, 2013)

- Washington University in St Louis (2000, 2008)
- Massachusetts Institute of Technology (2000, 2005, 2016)
- Singapore Management University (2000, 2001, 2002)
- University of Chicago (2000)
- University of Texas, Dallas (2000)
- Duke University (1999, 2006)
- University of Florida (1999)
- National University of Singapore (1999-2008, 2010, 2011)
- Cornell University (1998, 2008, 2010)
- INSEAD (1998, 2005, 2007, 2011)
- California Institute of Technology (1997, 2013)
- University of California, Berkeley (1997, 2001, 2003, 2005, 2009, 2010, 2013)
- Texas A&M University (1997)
- Hong Kong University of Science and Technology (1997)
- Stanford University (1996, 2003, 2013)
- University of Pennsylvania (1996, 1998, 1999, 2007, 2008, 2010)
- University of California, Irvine (1996)
- Carnegie-Mellon University (1993, 2003)
- Columbia University (1993, 2001, 2007)
- University of California, Los Angeles (1993, 1997)
- University of Texas, Austin (1993)

Professional Programmes

- Chair, Organization Committee for the 4th NUS Behavioral Economics Summer Institute (2013)
- Session Chair, "Behavioral Economics Models in Marketing", INFORMS (2012)
- Chair, Organizing Committee for the 3rd NUS Behavioral Economics Summer Institute (2012)
- Conference Chair, "Leading Through Innovation", 2nd Asia Business Center Conference (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 (2009)
- Program Committee, 2006 ACM Conference on Electronic Commerce
- Member, National Science Foundation's Decision, Risk, and Management Sciences Panel (2005-2007)
- Judge, 2004 Manufacturing and Service Operations Management Society Student Paper Competition
- Session Chair, "Marketing-Production Coordination" and "Product Variety Management", INFORMS (1997)
- Session Chair, "Product Variety and Store Choice" and "Learning in Games and Decisions", INFORMS (1997)
- Cluster Chair, "New Product Development" and "Marketing-Production Interfaces", TIMS International Meeting (1995)
- Session Chair, "Dynamic Marketing-Production Interfaces", and "New Product Portfolio Management", INFORMS (1995)
- Session Chair, "OR Research/Application in Singapore", ORSA/TIMS National Meeting (1994)

RESEARCH GRANTS

National Research Foundation

- \$274,752 to study “The Role of Commitment in Reducing School Children’s Shower Time” (2017)
- \$7.45 million to study “Solving Societal Challenges Using Data-Driven Science” (2015-2020)

Future Resilient Systems (Singapore-ETH Centre)

- \$360,000 to study “Insurance Purchase Decisions for Catastrophic Events” (2015-2018)
- \$288,000 to study “Usage Behaviour” (2015-2018)

Hewlett-Packard

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

National Science Foundation

- \$530,000 to study “the Measurement and Neural Foundations of Strategic IQ”, with Colin Camerer and Ralph Adolphs (2004-2007)
- \$560,000 to establish the “Berkeley Experimental Social Sciences Laboratory”, with George Akerlof, Barbara Mellers, and John Morgan (2003-2005)
- \$430,000 from the NSF to study “Collaborative Research: Sophisticated EWA Learning and Strategic Teaching in Repeated Games”, with Colin Camerer (2000-2003)
- \$227,000 to study “Collaborative Research: Experience-weighted Attraction Learning in Games”, with Colin Camerer (1998-2000)
- \$245,000 to study “Collaborative Research: Iterative Rationality and Learning in Non-cooperative Games”, with Colin Camerer (1995-1997)

SMU-Wharton Research Center

- \$125,000 to study “Electronic Market Institutions”, with Stephen Hoch (2000-2002)
- \$56,000 to study “Co-shopping Behavior”, with Jehoshua Eliashberg (2000-2001)

Intel

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

COMMITTEES & BOARDS

Singapore

· Governmental Bodies

Organisation	Position	Appointment
Agency for Science, Technology and Research	Member -- Executive Committee	February 2018 - present
Civil Service College	Fellow	January 2014 - present
Civil Service College	Senior Economics Consultant	2013 - 2014
Defence Science and Technology Agency	Member -- Board	2018 - present
Land Transport Authority	Chair -- Research Advisory Panel	June 2015 - present
Ministry of Defence	Member -- Strategic Communications Expert Panel	December 2015 - June 2018
Ministry of Education	Deputy Chair -- Governing Board -- Duke-NUS Medical School	January 2018 - present
Ministry of Education	Member -- Governing Board -- Centre for Quantum Technologies	June 2015 - present
Ministry of Education	Member -- Governing Board -- The Singapore Centre on Environmental Life Sciences Engineering	June 2015 - present
Ministry of Health	Member -- Diabetes Taskforce	2016 - 2017
Ministry of Home Affairs	Member -- Data Science Expert Advisory Panel	March 2017 - present
Ministry of National Development	Member -- Urban Solutions and Sustainability International Advisory Panel	October 2017 - present
Ministry of Social and Family Development	Member -- Research Advisory Panel	September 2015 - present
Ministry of the Environment and Water Resources	Member -- Review Committee on Hawker Centres	2015 - present
Ministry of Transport	Member -- Steering Committee for Urban Mobility Grand Challenge	March 2017 - present
National Environment Agency	Member -- Board of Directors	April 2016 - present
National Environment Agency	Member -- Expert Resource Panel	2012 - 2014
National Population and Talent Division	Member -- Research Advisory Panel	November 2015 - 2017

Organisation	Position	Appointment
National Research Foundation	Chair -- Steering Committee -- Singapore Cybersecurity Consortium	December 2016 - present
National Research Foundation	Member -- Governing Board -- Singapore - Hebrew University of Jerusalem Alliance for Research and Enterprise	April 2016 - present
National Research Foundation	Member -- Governance Board -- National Cybersecurity R&D Laboratory	January 2016 - present
National University Health System	Member -- Board	September 2014 - present
Prime Minister's Office	Member -- Social Science Research Council	January 2016 - present
Public Utilities Board	Member -- 7 th Water Network	June 2017 - present

· Other

Organisation	Position	Date of Appointment
Hwa Chong Institution	Honorary Advisor -- Board of Integrated Programme Advisors	October 2016 - present
Southeast Asian Ministers of Education Secretariat	Member -- Governing Board, SEAMEO RECFON	September 2015 - present

· Private Companies

Nil

· United States of America

Organisation	Position	Appointment
University of California, Berkeley	Member -- Search Committee for Chief Executive Officer of Centre for Executive Education	2014
University of California, Berkeley	Member -- Berkeley International Strategy Task Force	2011
University of California, Berkeley	Faculty Director -- Center for Executive Education	2009 - 2011
University of California, Berkeley	Executive Director -- Berkeley Experimental Social Sciences Laboratory	2004 - 2005
Haas School of Business at the University of California, Berkeley	Member -- Policy and Planning Committee	2013 - 2015
Haas School of Business at the University of California, Berkeley	Member -- Search Committee for Dean	2008
Haas School of Business at the University of California, Berkeley	Member -- Search Committee for Chief Operating Officer	2006

Organisation	Position	Appointment
Haas School of Business at the University of California, Berkeley	Faculty Chair	2004 - 2005
Haas School of Business at the University of California, Berkeley	Member (Elected) -- Policy and Planning Committee	2003 - 2005, 2008 - 2010
Haas School of Business at the University of California, Berkeley	Chair -- MBA Program Committee	2003 - 2004
Haas School of Business at the University of California, Berkeley	Member -- Recruitment Committee for the Marketing Group	2003
Haas School of Business at the University of California, Berkeley	Member -- MBA Program Committee	2002
Wharton School of the University of Pennsylvania	Chairman -- Marketing Department Curriculum Committee	2000
Wharton School of the University of Pennsylvania	Member -- Dean's Council on Research	2000
Wharton School of the University of Pennsylvania	Member -- Marketing Department Recruitment Committee	2000
Wharton School of the University of Pennsylvania	Member -- MBA Curriculum Committee	2000
Wharton School of the University of Pennsylvania	Chairman -- Marketing Department IT Committee	1999
Wharton School of the University of Pennsylvania	Member -- International Committee	1998
Anderson School of Management, University of California, Los Angeles	Councillor -- The Anderson School Doctoral Council	1996

Dissertation Committees

Advisor

- Mario Capizzani (University of Navarra)
- Taizan Chan (Queensland University of Technology)
- Juin-Kuan Chong (National University of Singapore)
- Steven Huff (Brigham Young University)
- Noah Lim (University of Wisconsin-Madison)
- So-Eun Park (University of British Columbia)
- Justin Ren (Boston University)
- Juanjuan Zhang (Massachusetts Institute of Technology)

Committee Member

- Yakov Bart (INSEAD)
- Ming Ding (Pennsylvania State University)
- Eric M Eisenstein (Drexel University)
- Hosun Rhim (Korea University)
- Sergei Savin (University of Pennsylvania)
- Xin Wang (Brandeis University)

PUBLICATIONS

Articles

Behavioural Economics and Sciences

1. Colin F. Camerer, Anna Dreber, Felix Holzmeister, Teck-Hua Ho, Jürgen Huber, Magnus Johannesson, Michael Kirchler, Gideon Nave, Brian Nosek, Thomas Pfeiffer, Adam Altmejd, Nick Buttrick, Taizan Chan, Yiling Chen, Eskil Forsell, Anup Gampa, Emma Heikensten, Lily Hummer, Taisuke Imai, Siri Isaksson, Dylan Manfredi, Julia Rose, Eric-Jan Wagenmakers, Hang Wu, "Evaluating the Replicability of Social Science Experiments in *Nature and Science*", *Nature Human Behavior* (in print, 2018)
2. Benjamin, D. J., Berger, J. O., Johannesson, M., Nosek, B. A., Wagenmakers, E. J., Berk, R., Bollen, K. A., Brembs, B., Brown, L., Camerer, C., Cesarini, D., Chambers, C. D., Clyde, M., Cook, T. D., De Boeck, P., Dienes, Z., Dreber, A., Easwaran, K., Efferson, C., Fehr, E., Fidler, F., Field, A. P., Forster, M., George, E. I., Gonzalez, R., Goodman, S., Green, E., Green, D. P., Greenwald, A., Hadfield, J. D., Hedges, L. V., Held, L., Ho, T-H., Hoijtink, H., Jones, J. H., Hruschka, D. J., Imai, K., Imbens, G., Ioannidis, J. P. A., Jeon, M., Kirchler, M., Laibson, D., List, J., Little, R., Lupia, A., Machery, E., Maxwell, S. E., McCarthy, M., Moore, D., Morgan, S. L., Munafó, M., Nakagawa, S., Nyhan, B., Parker, T. H., Pericchi, L., Perugini, M., Rouder, J., Rousseau, J., Savalei, V., Schönbrodt, F. D., Sellke, T., Sinclair, B., Tingley, D., Van Zandt, T., Vazire, S., Watts, D. J., Winship, C., Wolpert, R. L., Xie, Y., Young, C., Zinman, J., and Johnson, V. E., "Redefine statistical significance", *Nature Human Behavior* 10.1038/s41562-017-0189-z, 2017. **
3. Ho, T-H., Png, I. P. L., and Reza S., "Sunk Cost Fallacy in Driving the World's Costliest Cars", *Management Science* 10.1287/mnsc.2016.2651, 2017 (published online on 2 March 2017).
4. Schweitzer, M., Ho, T-H., and Zhang X., "How Monitoring Influences Trust: A Tale of Two Faces", *Management Science* 10.1287/mnsc.2016.2586, 2016 (published online on 23 November 2016).
5. Chong, J-K., Ho, T-H., and Camerer C. "A Generalized Cognitive Hierarchy Model of Games", *Games and Economic Behavior* 99: 257-274, 2016.
6. Colin F. Camerer, Anna Dreber, Eskil Forsell, Teck-Hua Ho, Jürgen Huber, Magnus Johannesson, Michael Kirchler, Johan Almenberg, Adam Altmejd, Taizan Chan, Emma Heikensten, Felix Holzmeister, Taisuke Imai, Siri Isaksson, Gideon Nave, Thomas Pfeiffer, Michael Razen, Hang Wu, "Evaluating replicability of laboratory experiments in Economics", *Science* 10.1126/science.aaf0918, 2016. **
7. Ho T-H., Camerer C., and Chong J-K., "A Psychological Approach to Strategic Thinking in Games", *Current Opinion in Behavioural Science* 3: 157-162, 2015.
8. Ho, T-H. and Yeung C., "How a One-time Incentive Can Induce Long-Term Commitment to Training", *California Management Review* 57(2): 113-128, 2015.
9. Ho, T-H. and Yeung C., "Giving Feedback to Clients", *Management Science* 60(8): 1926-1944, 2014.
10. Ho, T-H. and Su X., "A Dynamic Level-k Model in Sequential Games", *Management Science* 59(2): 452-469, 2013. *
11. 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. *
12. Ho, T-H. and Su X., "Peer-induced Fairness in Games", *American Economic Review* 99(5): 2022-2049, 2009. **
13. Andrade, E. and Ho, T-H., "Gaming Emotions in Social Interactions", *Journal of Consumer Research* 36(4): 539-552, 2009. * Note: Lead article
14. Ho, T-H., Wang, X. and Camerer, C., "Individual Differences in EWA Learning with Partial Payoff Information", *The Economic Journal* 118(525): 37-59, 2008. *

15. Andrade, E. and Ho, T-H., "How is the Boss's Mood Today? I Want a Raise", *Psychological Science* 18(8): 668-671, 2007.
16. Ho, T-H., Camerer, C. and Chong, J-K., "Self-tuning Experience Weighted Attraction Learning in Games", *Journal of Economic Theory* 133(1): 177-198, 2007. ***
17. Chong J-K., Camerer, C. and Ho, T-H., "A Learning-based Model of Repeated Games with Incomplete Information", *Games and Economic Behavior* 55(2): 340-371, 2006. *
18. Ho, T-H. and Weigelt K., "Trust Building Among Strangers", *Management Science* 51(4): 519-530, 2005. * Note: Lead article; Finalist, John D. C. Little Best Paper Award
19. Camerer, C., Ho, T-H., and Chong J-K., "A Cognitive Hierarchy Model of Games", *Quarterly Journal of Economics* 119(3): 861-898, 2004. *****
20. Ho, T-H. and Tang, C., "Introduction to Special Issue on Marketing and Operations Management Interfaces and Coordination", *Management Science* 50(4): 429-430, 2004.
21. Camerer, C., Ho, T-H. and Chong, J-K., "Models of Thinking, Learning, and Teaching in Games", *The American Economic Review, Papers and Proceedings* 93(2): 192-195, 2003. **
22. 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(1): 137-188, 2002. ***
23. Camerer, C. and Ho, T-H., "Experience-weighted Attraction Learning in Normal Form Games", *Econometrica* 67(4): 827-874, 1999. *****
24. Ho, T-H., Camerer, C. and Weigelt, K., "Iterated Dominance and Iterated Best Response in Experimental 'p-Beauty Contests'", *The American Economic Review* 88(4): 947-969, 1998. ****
25. Camerer, C. and Ho, T-H., "Experience-Weighted Attraction Learning in Coordination Games: Probability Rules, Heterogeneity, and Time-Variation", *Journal of Mathematical Psychology* 42(2-3): 305-326, 1998. *
26. Ho, T-H. and Weigelt, K., "Task Complexity, Equilibrium Selection, and Learning: An Experimental Study", *Management Science* 42(5): 659-679, 1996. *
27. Ho, T-H., "Finite Automata Play Repeated Prisoner's Dilemma with Information Processing Costs", *Journal of Economic Dynamics and Control* 20(1-3): 173-207, 1996.
28. Camerer, C. and Ho, T-H., "Violations of the Betweenness Axiom and Nonlinearity in Probability", *Journal of Risk and Uncertainty* 8(2): 167-196, 1994. ****

Quantitative Marketing and Data Science

29. Ho, T-H., Chong, J-K. and Xia, X., "Yellow taxis have fewer accidents than blue taxis because yellow is more visible than blue", *Proceedings of the National Academy of Sciences* (published ahead of print March 6, 2017, doi:10.1073/pnas.1612551114), 2017.
30. Borkovsky, R. N., Ellickson, P. B., Gordon, B. R., Aguirregabiria, V., Gardete, P., Grieco P., Gureckis, T., Ho, T-H., Mathevet, L. and Sweeting, A., "Multiplicity of equilibria and information structures in empirical games: challenges and prospects", *Marketing Letters* 26(2), 115-125, 2015.
31. Ho, T-H., Li, S., Park S-E. and Shen, M., "Customer Influence Value and Purchase Acceleration in New Product Diffusion", *Marketing Science* 31(2): 236-256, 2012.

32. 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(1): 3-33, 2012.
33. Goldfarb, A., Ho, T-H., 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.
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