

# 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**

(+65) 6601 2111

[teck@nus.edu.sg](mailto:teck@nus.edu.sg)

## 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”, 9<sup>th</sup> 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/TIMS 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 4<sup>th</sup> NUS Behavioral Economics Summer Institute (2013)
- Session Chair, "Behavioral Economics Models in Marketing", INFORMS (2012)
- Chair, Organizing Committee for the 3<sup>rd</sup> NUS Behavioral Economics Summer Institute (2012)
- Conference Chair, "Leading Through Innovation", 2<sup>nd</sup> Asia Business Center Conference (2011)
- Co-Organizer, 2<sup>nd</sup> NUS Behavioral Economics Summer Institute (2011)
- Co-Organizer, 1<sup>st</sup> NUS Behavioral Economics Summer Institute (2010)
- Conference Chair, "Managing Family Business in Global Marketplace", 1<sup>st</sup> 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

### Singaporean Governmental Bodies

Organisation	Position	From	To
Agency for Science, Technology and Research (A*STAR)	Member -- Executive Committee -- Graduate Academy	6 Feb 2018	Present
Agency for Science, Technology and Research (A*STAR)	Chair -- A*STAR Talent Search Award Committee 2019/2020	1 Mar 2019	Present
Civil Service College (CSC)	Fellow	1 Mar 2014	Present
Civil Service College (CSC)	Senior Economics Consultant -- Economics Experts Group	1 Mar 2013	28 Feb 2014
Defence Science and Technology Agency (DSTA)	Member -- Board of Directors	15 Mar 2018	Present
Housing & Development Board (HDB)	Member -- Sustainable Built Environment Strategic Research Panel	1 Jul 2018	Present
Land Transport Authority (LTA)	Chair -- Research Advisory Panel	1 Jun 2015	31 May 2018
Ministry of Defence (MINDEF)	Member -- Strategic Communications Expert Panel	1 Dec 2015	31 Aug 2018
Ministry of Education (MoE)	Chair -- Management Board -- Biomedical Institute for Global Health Research and Technology (BIGHEART)	1 Dec 2016	Present
Ministry of Education (MoE)	Deputy Chair -- Governing Board -- Duke-NUS Medical School	1 Jan 2018	Present
Ministry of Education (MoE)	Member -- Board of Governors -- NUS High School of Mathematics and Science	8 Mar 2018	Present
Ministry of Education (MoE)	Member -- Governing Board -- Centre for Quantum Technologies (CQT)	1 Jun 2015	Present
Ministry of Education (MoE)	Member -- Governing Board -- Singapore Centre on Environmental Life Sciences Engineering (SCELSE)	1 Jun 2015	Present
Ministry of Education (MoE)	Member -- Social Science Research Council (SSRC)	1 Jan 2016	Present
Ministry of Health (MoH)	Member -- Diabetes Taskforce (Health and Biomedical Sciences Executive Committee (HBMS EXCO))	2 Jun 2016	14 Mar 2017
Ministry of Home Affairs (MHA)	Member -- Data Science Expert Advisory Panel	1 Mar 2017	Present
Ministry of National Development (MND)	Member -- Academic and Industry Group (AIG) -- Land and Liveability National Innovation Challenge (L2 NIC) Executive Committee	1 Jun 2015	31 Mar 2016

Organisation	Position	From	To
Ministry of National Development (MND)	Member -- Urban Solutions and Sustainability International Advisory Panel (USS IAP)	1 Oct 2017	Present
Ministry of Social and Family Development (MSF)	Research Advisor	3 Sep 2015	2 Sep 2017
Ministry of the Environment and Water Resources (MEWR)	Member -- Environment and Water Technologies (Clean Water) Executive Committee (EWT EXCO)	1 Apr 2014	31 Mar 2016
Ministry of the Environment and Water Resources (MEWR)	Member -- Review Committee on Hawker Centres	1 Nov 2015	29 Feb 2016
Ministry of Transport (MoT)	Member -- Steering Committee for Urban Mobility Grand Challenge	10 Mar 2017	Present
National Environment Agency (NEA)	Board Member	1 Apr 2016	Present
National Environment Agency (NEA)	Member -- Board Strategy Committee	1 Apr 2016	31 Mar 2018
National Environment Agency (NEA)	Member -- NEA Expert Resource Panel	30 Aug 2012	29 Aug 2014
National Environment Agency (NEA)	Member -- Re-Imagining Hawker Centres Board Working Committee	1 Apr 2017	Present
National Environment Agency (NEA)	Member -- Sustainable Singapore Board Working Committee	1 Apr 2017	Present
National Population and Talent Division (NPTD)	Member -- NPTD's Research Advisory Board	1 Nov 2015	31 Jul 2017
National Research Foundation (NRF)	Chair -- Steering Committee -- Singapore Cybersecurity Consortium	19 Dec 2016	Present
National Research Foundation (NRF)	Member -- Board of Trustees -- Human Frontier Science Program Organization (HFSP)	1 Jun 2015	31 Jul 2018
National Research Foundation (NRF)	Member -- Governance Board -- National Cybersecurity R&D Laboratory	1 Jan 2016	Present
National Research Foundation (NRF)	Member -- Governing Board -- Singapore - Hebrew University of Jerusalem Alliance for Research and Enterprise (SHARE)	1 Apr 2016	Present
National Research Foundation (NRF)	Member -- Governing Board -- Cambridge Centre for Advanced Research and Education in Singapore (Cambridge CARES)	1 Jun 2017	Present
National Research Foundation (NRF)	Co-chair -- Governing Board -- Singapore-MIT Alliance for Research and Technology (SMART)	1 Jun 2018	Present
National Research Foundation (NRF)	Member -- Management Committee -- Future Resilient Systems (FRS) -- Singapore-ETH Centre	1 Nov 2014	Present
National Research Foundation (NRF)	Member -- Governing Board -- Berkeley Education Alliance for Research in Singapore (BEARS)	21 Jul 2017	Present

Organisation	Position	From	To
National Research Foundation (NRF)	Member -- Governing Board -- TUM CREATE	31 Jul 2017	Present
National University Health System (NUHS)	Member -- Audit & Risk Committee -- NUHS Board	1 Apr 2016	Present
National University Health System (NUHS)	Member -- Board	27 Sep 2014	Present
National University Health System (NUHS)	Member -- Information Technology Committee -- NUHS Board	1 Apr 2016	Present
Public Utilities Board (PUB)	Member -- Water Network 7th Panel	1 Jul 2017	Present

### Other Singaporean Organisations

Organisation	Position	From	To
Human Capital of Singapore (HCS)	Co-Chair -- Steering Committee -- Human Capital of Singapore	26 Apr 2012	29 Apr 2013
Hwa Chong Institution (HCI)	Honorary Advisor -- Board of Integrated Programme Advisors	15 Oct 2016	Present
Methodist Welfare Services (MWS)	Member -- Communications & Engagement Committee	10 Mar 2018	27 Nov 2018

### Private Companies

Organisation	Position	From	To
Nil			

### United States of America

Organisation	Position	From	To
University of California, Berkeley	Member -- Search Committee for Chief Executive Officer of Centre for Executive Education	2014	2014
University of California, Berkeley	Member -- Berkeley International Strategy Task Force	2011	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

Organisation	Position	From	To
Haas School of Business at the University of California, Berkeley	Member -- Search Committee for Dean	2008	2008
Haas School of Business at the University of California, Berkeley	Member -- Search Committee for Chief Operating Officer	2006	2006
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	2008 2003	2010 2005
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	2003
Haas School of Business at the University of California, Berkeley	Member -- MBA Program Committee	2002	2002
Wharton School of the University of Pennsylvania	Chairman -- Marketing Department Curriculum Committee	2000	2000
Wharton School of the University of Pennsylvania	Member -- Dean's Council on Research	2000	2000
Wharton School of the University of Pennsylvania	Member -- Marketing Department Recruitment Committee	2000	2000
Wharton School of the University of Pennsylvania	Member -- MBA Curriculum Committee	2000	2000
Wharton School of the University of Pennsylvania	Chairman -- Marketing Department IT Committee	1999	1999
Wharton School of the University of Pennsylvania	Member -- International Committee	1998	1998
Anderson School of Management, University of California, Los Angeles	Councillor -- The Anderson School Doctoral Council	1996	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. Camerer C., Dreber A., Holzmeister F., Ho T-H., Huber J., Johannesson M., Kirchler M., Nave G., Nosek B., Pfeiffer T., Altmejd A., Buttrick N., Chan T., Chen Y., Forsell E., Gampa A., Heikensten E., Hummer L., Imai T., Isaksson S., Manfredi D., Rose J., Wagenmakers E-J., Wu H., "Evaluating the Replicability of Social Science Experiments in *Nature* and *Science* between 2010 and 2015", *Nature Human Behavior* 2: 627-644, 2018 (published online on 27 August 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., Hoijsink, 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* 2: 6-10, 2018. \*\*
3. Ho, T-H., Png, I. P. L., and Reza S., "Sunk Cost Fallacy in Driving the World's Costliest Cars", *Management Science* 64(4): 1477-1973, 2018 (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* 64(1): 253-270, 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 (published online on 3 March 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* 114(12): 3074-3078, 2017 (published online on 6 March 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.
34. Amaldoss, W., Ho, T-H., Krishna A., Chen, K-Y., Desai, P., Iyer, G., Jain, S., Lim, N., Morgan, J., Oprea, R. and Srivasatava, J., "Experiments on strategic choices and markets", *Marketing Letters* 19(3-4): 417-429, 2008.
35. Ho, T-H. and Zhang, J-J., "Designing Pricing Contracts for Boundedly Rational Customers: Does the Framing of the Fixed Fee Matter?", *Management Science* 54(4): 686-700, 2008. \*\*\*
36. Ho, T-H. and Chen, K-Y., "New Product Blockbusters: The Magic and Science of Prediction Markets", *California Management Review* 50(1):144-158, 2007. \*
37. 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. \*\*
38. Ho, T-H., Lim, N. and Camerer, C., "How Psychological Should Economic and Marketing Models Be?", *Journal of Marketing Research* 43(3): 341-344, 2006.
39. Ho, T-H., Lim, N. and Camerer, C., "Modeling the Psychology of Consumer and Firm Behavior with Behavioral Economics", *Journal of Marketing Research* 43(3): 307-331, 2006. \*\*\* Note: Lead article; Finalist, William F. O'Dell Award
40. Ho, T-H., Park, Y-H. and Zhou, Y., "Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Lifetime Value", *Marketing Science* 25(3): 260-277, 2006. \*\*
41. Erdem, T., Srinivasan, K., Amaldoss, W., Bajari, P., Che, H., Ho, T-H., Hutchinson, W., Katz, M., Keane, M., Meyer, R. and Reiss, P., "Theory-Driven Choice Models", *Marketing Letters* 16 (3-4): 225-237, 2005.
42. Bradlow, E., Hu, Y. and Ho, T-H., "A Learning-based Model for Imputing Missing Levels in Partial Conjoint Profiles", *Journal of Marketing Research* 41(4): 369-381, 2004. \* Note: Lead article; Finalist, JMR-Paul Green Award
43. Bradlow, E., Hu, Y. and Ho, T-H., "Modeling Behavioral Regularities of Consumer Learning in Conjoint Analysis", *Journal of Marketing Research* 41(4): 392-396, 2004.
44. Ho, T-H. and Chong, J-K., "A Parsimonious Model of Stockkeeping-Unit Choice", *Journal of Marketing Research* 40(3): 351-365, 2003. \*
45. Chakravarti, D., Greenleaf, E. A., Sinha, A. R., Cheema, A., Cox, J. C., Friedman, D., Ho, T-H., Isaac, R. M., Mitchell, A. A., Rapoport, A., Rothkopf, M. H., Srivasta, J. and Zwick, R., "Auctions: Research Opportunities in Marketing", *Marketing Letters* 13(3): 281-296, 2002. \*
46. Chong, J-K., Ho, T-H. and Tang, C., "A Modeling Framework for Category Assortment Planning", *Manufacturing & Service Operations Management* 3(3): 191-210, 2001. \* Note: Lead article
47. Tang, C. and Bell, D., Ho, T-H., "Store Choice and Shopping Behavior: How Price Format Works?", *California Management Review* 43(2) (2001), 56-74, 2001. \*\*
48. Ho, T-H., Tang, C. and Bell, D., "Rational Shopping Behavior and the Option Value of Variable Pricing", *Management Science* 44(12-Part-2): S145-S160, 1998. \*\* Note: Lead article
49. Bell, D., Ho, T-H., and Tang C., "Determining Where to Shop: Fixed and Variable Costs of Shopping", *Journal of Marketing Research* 35(3): 352-369, 1998. \*\*\*\*

50. 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(1): 117-129, 1997. \*

## Management Science

51. Ho, T-H., Lim, N., Reza, S., and Xia X., "Causal Inference Models in Operations Management", *Manufacturing & Service Operations Management* 19(4), 509–525, 2017.
52. Ho, T-H., Su, X. and Wu, Y., "Distributional and Peer-Induced Fairness in Supply Chain Contract Design", *Production and Operations Management* 23(2): 161-175, 2014. \* Note: Second Place Winner of the 2014 Wickham Skinner Best Paper Award
53. Ho, T-H., Lim, N. and Cui, T., "Reference Dependence in Multilocation Newsvendor Models: A Structural Analysis", *Management Science* 56(11): 1891-1910, 2010. \*\*
54. 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): 81-93, 2010. \*\*
55. Ho, T-H. and Tang C., "Introduction to the Special Issue on Marketing and Operations Management Interfaces and Coordination", *Production and Operations Management* 18(4): 363-364, 2009.
56. Terwiesch, C., Ren, J., Ho, T-H. and Cohen, C., "An Empirical Analysis of Forecast Sharing in the Semiconductor Equipment Supply Chain", *Management Science* 51(2): 208-220. 2005. \*\*\*
57. Ho, T-H. and Zheng, Y-S., "Setting Customer Expectation in Service Delivery: An Integrated Marketing-Operations Perspective", *Management Science* 50(4): 479-488, 2004. \*\*
58. Cohen, C., Ho, T-H., Ren, J. and Terwiesch, C., "Measuring Imputed Cost in the Semiconductor Equipment Supply Chain", *Management Science* 49(12): 1653-1670, 2003. \*\*
59. Rhim, H., Ho, T-H., Karmarkar, U., "Competitive Location, Production, and Market Selection", *European Journal of Operations Research* 149(1): 211-228, 2003. \*
60. Ho, T-H., Savin, S. and Terwiesch, C., "Managing Demand and Sales Dynamics in New Product Diffusion Under Supply Constraint", *Management Science* 48(2): 187-206, 2002. \*\*
61. Cohen, M., Eliashberg, J. and Ho, T-H., "An Analysis of Several New Product Performance Metrics", *Manufacturing & Service Operations Management* 2(4): 337-349, 2000. \*
62. Cohen, M., Eliashberg, J. and Ho, T-H., "New Product Development: The Performance and Time-to-Market Tradeoff", *Management Science* 42(2): 173-186, 1996. \*\*\*\*

## Information Systems

63. 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(8): 580-598, 1996. \*
64. Watson, R., Ho, T-H. and Raman, K. S., "Culture: A Fourth Dimension of Group Support Systems", *Communications of the ACM* 37(10): 44-55, 1994. \*\*\*
65. Ho, T-H. and Raman, K. S., "The Effect of GDSS and Elected Leadership on Small Group Meetings", *Journal of Management Information Systems* 8(2): 109-133, 1991. \*

## Other

66. Ho, T-H. and Somasundaram, J., "Behavioural Game Theory", *Macroeconomic Review* 16(2): 97-103, 2017.

## Chapters & Essays

1. Camerer, C. and Ho, T-H., "Behavioral Game Theory Experiments and Modeling", in *Handbook of Game Theory* Volume 4 (pp. 517- 574). North-Holland: Elsevier, 2015.
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 Macmillan, 2008.
3. Camerer, C., Ho, T-H., and Chong J-K., "Behavioral Game Theory: Thinking, Learning and Teaching", in *Essays in Honor of Werner Guth*, Huck, S. (Ed.), 2005. \*\*\* Note: Presented at the 2002 Nobel Symposium
4. Chong J-K., Camerer, C. and Ho, T-H., "Cognitive Hierarchy: A Limited Thinking Theory of Games", in *Experimental Business Research*, Vol. II., Zwick, R. and Rapoport A. (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, 39-62.
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. Note: 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. Note: 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. \* Note: Refereed
11. Chong, J-K., Ho, T-H. and Tang, C., "Product Structure, Brand Width and Brand Share", in *Product Variety Management*, Ho, T-H and Tang, C. (Eds.). Springer, 1998.  
  
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. Note: 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. \*\* Note: Refereed

## Books

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

## Working & In-Progress Papers

1. "A Bayesian Level- $k$  Model in  $n$ -Person Games", with S-E. Park and X. Su
2. "A Scalable Online Platform for Weight Loss", with C. Yeung, N. Lim, R. van Dam, K-W. Tham and T-H. Tan
3. "Market Entry Decisions of Taxi Drivers" with J-K. Chong and X. Xia
4. "Quantifying Overdiagnosis in Mammography Screenings Using Individual Medical Histories", with P. Jeziorski, S. Hwang, and S. Reza