

# Teck-Hua HO

---

Deputy President (Research and Technology)  
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.SG**

Chairman,  
**Singapore Data Science Consortium**

Director,  
Centre for Behavioural Economics,  
**National University of Singapore**

Editor-in-Chief,  
**Management Science**

(+65) 6601 2111

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

## PROFESSIONAL EXPERIENCE

### National University of Singapore

*2017-present* Executive Chairman, AI.SG  
Chairman, Singapore Data Science Consortium  
*2015-present* 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  
*2011-2015* 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
- Favourite professor by Haas School MBA students (2015) (Poets & Quants Online – <http://poetsandquants.com/2015/06/18/the-top-mbas-name-their-favorite-business-school-professors/3/>)
- First Runner-Up, Cheit Teaching Award (The Berkeley MBA for Executives Program) (2014)
- Second Place, Wickham Skinner Best Paper Award for "Distributional and Peer-induced Fairness in Supply Chain Contract Design", with X. Su and Y. Wu (2014)
- Finalist, William F. O'Dell Award (2011)
- 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 DC Little Best Paper Award (2006)
- Finalist, Paul Green Best Paper Award (2005)
- 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)

## 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?", 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/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 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

- \$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

#### Civil Service College

- Fellow (2014-present)
- Senior Economics Consultant, Economics Expert Group (2013-2014)

#### Hwa Chong Institution

- Honorary Advisor, Board of Integrated Programme Advisors (2016-2019)

#### Land Transport Authority

- Chair, Research Advisory Panel (2015-present)

#### Ministry of Defence

- Member, Strategic Communications Expert Panel (2015-present)

#### Ministry of Education

- Member, Social Science Research Council (2016-present)
- Member, Governing Board, Centre for Quantum Technologies (2015-present)

#### Ministry of Health

- Member, Diabetes Taskforce (2016)

#### Ministry of Home Affairs

- Member, Data Science Expert Advisory Panel (2017-2019)

#### Ministry of Social and Family Development

- Member, Research Advisory Panel (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 (2017-present)

#### National Environment Agency

- Board Member (2016-present)
- Member, Expert Resource Panel (2012-2014)

#### National Population and Talent Division

- Board Member, National Cybersecurity R&D Laboratory (2016-present)
- Member, Research Advisory Panel (2015-present)

#### National Research Foundation

- Chairman, Singapore Cybersecurity Consortium Steering Committee (2016-present)

**National University Health System**

- Board Member (2014-present)

**National University of Singapore**

- Chair of the Governing Board, Centre for Advanced 2D Material (2017-present)
- Executive Chairman and Co-chairman of the Management Committee, AI.SG (2017-present)
- Chairman, Singapore Data Science Consortium (2016-present)
- Co-chairman, Technology Centre for Offshore and Marine, Singapore Ltd. (2016-present)
- Chairman, Management Board, BIGHEART (2016-present)
- Chairman, Strategic Research Hire Committee (2015-present)
- Chair, NUS Graduate School for Integrative Sciences and Engineering International Advisory Panel (2015-present)
- Member, NUS Suzhou Research Institute Management Committee (2015-present)
- Member, Maritime Cluster Steering Committee (2014-present)
- Chairman, Management Board for the Risk Management Institute (2014-2016)
- Member, University Researcher Awards Selection Committee (2012-present)
- Chairman, Research Excellence Award Committee (2011-present)
- Chairman, Finance and Risk Management Cluster (2011-present)
- Member, University Committee on Distinguished Appointments (2011-present)
- Chairman, Management Board for the Institute for Mathematical Sciences (2013-2015)
- Chairman, Management Board for the Interactive and Digital Media Institute (2011-2015)
- Deputy Chairman, Management Board for the Risk Management Institute (2012-2014)
- Co-chairman, Human Capital of Singapore Steering Committee (2012-2013)
- Affiliated Researcher, Risk Management Institute (2012-2013)
- Member, Senate Delegacy (2011-2013, 2015-present)
- Member, Search Committee for Dean (2007)
- Chair, Business School Faculty Promotion and Tenure Committee (2001-2005)

**Prime Minister's Office**

- Member, Social Science Research Council (2016-present)

**Public Utilities Board**

- Member, Water Network 7<sup>th</sup> panel (2017-present)

**Singapore-Hebrew University of Jerusalem Alliance for Research and Enterprise (SHARE)**

- Member, Governing Board (2015-present)

**United States of America****University of California, Berkeley**

- Member, Search Committee for Chief Executive Officer of Centre for Executive Education (2014)
- Member, Berkeley International Strategy Task Force (2011)
- Faculty Director, Center for Executive Education (2009-2011)

- 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)
- Member, Search Committee for Dean (2008)
- Member, Search Committee for Chief Operating Officer (2006)
- Faculty Chair (2004-2005)
- Member (Elected), Policy and Planning Committee (2003-2005, 2008-2010)
- Chair, MBA Program Committee (2003-2004)
- Member, Recruitment Committee for the Marketing Group (2003)
- Member, MBA Program Committee (2002)

#### **Wharton School of the University of Pennsylvania**

- Chairman, Marketing Department Curriculum Committee (2000)
- Member, Dean's Council on Research (2000)
- Member, Marketing Department Recruitment Committee (2000)
- Member, MBA Curriculum Committee (2000)
- Chairman, Marketing Department IT Committee (1999)
- 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. Schweitzer, M., Ho, T-H., and Zhang X., "How Monitoring Influences Trust: A Tale of Two Faces", *Management Science* (forthcoming)
2. Ho, T-H., Png, I. P. L., and Reza S., "Sunk Cost Fallacy in Driving the World's Costliest Cars", *Management Science* (articles in advance, published online on 2 March 2017)
3. Chong, J-K., Ho, T-H., and Camerer C. "A Generalized Cognitive Hierarchy Model of Games", *Games and Economic Behavior* 99: 257-274, 2016.
4. Colin F. Camerer, Anna Dreber, Eskil Forsell, Teck-Hua Ho, Jürgen Huber, Magnus Johannesson, Michael Kirchler, Johan Almenberg, Adam Altmeld, 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). \*
5. 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.
6. 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.
7. Ho, T-H. and Yeung C., "Giving Feedback to Clients", *Management Science* 60(8): 1926-1944, 2014.
8. Ho, T-H. and Su X., "A Dynamic Level-k Model in Sequential Games", *Management Science* 59(2): 452-469, 2013.
9. 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. \*
10. Ho, T-H. and Su X., "Peer-induced Fairness in Games", *American Economic Review* 99(5): 2022-2049, 2009. \*
11. Andrade, E. and Ho, T-H., "Gaming Emotions in Social Interactions", *Journal of Consumer Research* 36(4): 539-552, 2009. \* Note: Lead article
12. 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. \*
13. Andrade, E. and Ho, T-H., "How is the Boss's Mood Today? I Want a Raise", *Psychological Science* 18(8): 668-671, 2007.
14. 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. \*\*
15. 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. \*
16. 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
17. Camerer, C., Ho, T-H., and Chong J-K., "A Cognitive Hierarchy Model of Games", *Quarterly Journal of Economics* 119(3): 861-898, 2004. \*\*\*\*\*

18. 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.
19. 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. \*\*
20. 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. \*\*\*
21. Camerer, C. and Ho, T-H., "Experience-weighted Attraction Learning in Normal Form Games", *Econometrica* 67(4): 827-874, 1999. \*\*\*\*
22. 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. \*\*\*\*
23. 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. \*
24. Ho, T-H. and Weigelt, K., "Task Complexity, Equilibrium Selection, and Learning: An Experimental Study", *Management Science* 42(5): 659-679, 1996. \*
25. 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.
26. 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

27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.
33. 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. \*\*\*
34. 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. \*

35. 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. \*\*
36. 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.
37. 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
38. 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. \*\*
39. 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.
40. 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
41. 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.
42. Ho, T-H. and Chong, J-K., "A Parsimonious Model of Stockkeeping-Unit Choice", *Journal of Marketing Research* 40(3): 351-365, 2003. \*
43. 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. \*
44. 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
45. 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. \*\*
46. 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
47. 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. \*\*\*\*
48. 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

49. 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
50. Ho, T-H., Lim, N. and Cui, T., "Reference Dependence in Multilocation Newsvendor Models: A Structural Analysis", *Management Science* 56(11): 1891-1910, 2010. \*\*

51. 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. \*\*
52. 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.
53. 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. \*\*\*
54. 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. \*\*
55. 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. \*\*
56. Rhim, H., Ho, T-H., Karmarkar, U., "Competitive Location, Production, and Market Selection", *European Journal of Operations Research* 149(1): 211-228, 2003. \*
57. 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. \*\*
58. 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. \*
59. 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

60. 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. \*
61. 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. \*\*\*
62. 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. \*

### 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 and K-W. Tham
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