

Teck-Hua HO

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

Executive Chairman,
AI Singapore (AISG)

Chairman,
Singapore Data Science Consortium (SDSC)

Director,
 Centre for Behavioural Economics,
National University of Singapore

National University of Singapore
 21 Lower Kent Ridge Road
 University Hall
 Lee Kong Chian Wing, 5th Floor, #05-01D
 Office of the Senior Deputy President & Provost
 Singapore 119077

teck@nus.edu.sg

teckho.com

(+65) 6516 6688

Professional Experience

National University of Singapore

2018 - present	Senior Deputy President and Provost
2017 - present	Executive Chairman, AI Singapore Chairman, Singapore Data Science Consortium
2015 - 2018	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
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
2008 - 2011	Chair, Marketing Group
2004 - 2006	
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)
Dissertation on "Product design strategy analysis: The marketing-manufacturing interface"
- 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)

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*

Awards

- Fellowship of the Academy of Engineering, Singapore (2019)
- 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)

Research Grants

National Research Foundation

- \$274,752 to study “The Role of Commitment in Reducing School Children’s Shower Time” (2017)
- \$7,450,000 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 C Camerer and R Adolphs (2004 - 2007)
- \$560,000 to establish the “Berkeley Experimental Social Sciences Laboratory”, with G Akerlof, B Mellers, and J Morgan (2003 - 2005)
- \$430,000 from the NSF to study “Collaborative Research: Sophisticated EWA Learning and Strategic Teaching in Repeated Games”, with C Camerer (2000 - 2003)
- \$227,000 to study “Collaborative Research: Experience-weighted Attraction Learning in Games”, with C Camerer (1998 - 2000)
- \$245,000 to study “Collaborative Research: Iterative Rationality and Learning in Non-cooperative Games”, with C Camerer (1995 - 1997)

SMU-Wharton Research Center

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

Intel

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

Consultations

- United Overseas Bank (2018)
- 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)
- Iqine (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

- “Re-engineering Engineering Research” -- opening speech as general chair of the 27th International Conference on Industrial Engineering and Engineering Management (2020)
- A session with Minister Lawrence Wong -- panel moderator at the Singapore Teaching and Academic Research Talent Scheme (START) Award Ceremony (2020)
- “Worker 4.0” -- panel member at the Human Capital Singapore e2i Conference (2019)
- “Higher Education in 2030” -- keynote speech at the Temasek Foundation International Conference (2019)
- “Charting the journey for lifelong education and adult learning at the National University of Singapore” -- keynote speech at the Higher Education Futures Institute '19 Conference (2019)
- “Singapore as a Smart Nation” -- plenary speech at the Management Science and Operations Management Conference (2019)
- “Industry 4.0: Myths and Promises” -- keynote speech at the SkillsFuture Festival (2019)
- “Research Landscape and Opportunities in Humanities and Social Sciences” -- panel moderator at the Overseas Singaporean Summit (2019)
- “Behavioural Nudges: Examples and Issues” -- panel member at the Singapore Civil Service College (2019)
- “Industry 4.0: Myths and Promises / 工业 4.0: 解读误区及光明前景” -- keynote speech (in Chinese) at InnovFest Suzhou (2019)
- “Building a Great City: The University as a Talent Development Hub” -- keynote speech at the Chongqing Talents Conference (2019)
- “The Global AI Revolution” -- panel member at the SkillsFuture Festival x SWITCH (2019)
- “Lifelong Learning at NUS” -- keynote speech at the Annual Teaching Excellence Awards Ceremony (2019)
- “Building a City of Excellence: The University as a Talent Development Center / 打造卓越城市：大学作为人才发展中心” -- speech (in Chinese) at the master’s in public administration and Management programme, at the Lee Kuan Yew School of Public Policy (2019)
- A discussion with Nobel Prize winners -- panel moderator at the 12th International Science Youth Forum Grand Ceremony, at the Hwa Chong Institute (2019)
- “Value-driven Data Analytics and AI” -- presentation at DSO InnoFest (2018)
- “NUS Lifelong Learners (NUS L3) Programme” -- presentation at the International Academic Advisory Panel (2018)
- “Innovation Platform and Community for the 4th Industrial Revolution” -- presentation at the Asia-Pacific Association for International Education (2018)
- “Provosts as Facilitators and Transformers” -- presentation at the Association of Pacific Rim Universities Provosts’ Forum (2018)
- “Does Big Data Solve Big Problems” -- presentation at POMS (2018)
- “Does Big Data Solve Big Problems?” -- presentation at Academia Sinica (2017)
- “A General Model of Nonequilibrium Behaviour” -- presentation at the Taiwan Econometric Society conference (2017)
- “Does Big Data Solve Big Problems?” -- presentation at the 10th Annual CSAMSE conference (2017)
- “Does Big Data Solve Big Problems?” -- presentation at the 2nd CEIBS Marketing Symposium (2017)
- “Does Big Data Solve Big Problems?” -- presentation at the Annual Meeting of Taiwan Institute of Marketing Science (2016)
- “University Governance: The NUS Experience” -- presentation at the Summit on Transformational Leadership for Global Universities (2016)
- “A Scalable Online Platform for Weight Loss” -- presentation at the 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?” -- panel moderator for roundtable discussion organised by *The Business Times* (Singapore) (2016)
- “Research Universities of the Future: Education, Innovation, International Collaboration” -- panel member 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” -- 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” -- panel member at a 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” -- presentation at INFORMS (2015)
- “Relevant OM / MS Research: Why? What? How?” -- panel member at INFORMS (2015)
- “Does Big Data Solve Big Problems?” -- presentation at the POMS International Conference (2014)
- “Giving Feedback to Clients” -- presentation at the International Forum of Marketing Science and Applications (2013)
- “An Empirical Alternative to Backward Induction” -- presentation at the 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” -- presentation at INFORMS (2012)
- “Decision Analysis” -- presentation at INFORMS (2011)
- “Dynamic Level- k Model in Centipede Games” -- presentation at the Choice Symposium (2010)
- “Behavioral Game Theory” -- presentation at the Theory Rich Marketing Modeling Workshop, Duke University (2007)
- “A Layperson’s Introduction to Experimental Economics” -- presentation at the Doctoral Symposium, Marketing Science Conference (2007)
- “A Behavioral Theory of Pricing” -- presentation at the 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” -- presentation at the Marketing Science Conference (2005)
- “A Cognitive Hierarchy Theory of One-shot Games” -- presentation at the Bay Area Marketing Colloquia (2003)
- “An Experimental Study of Three Internet Pricing Mechanisms” -- presentation at the Choice Symposium (2001)
- “An Experimental Study of Three Internet Pricing Mechanisms” -- presentation at the ACR Conference (2000)
- “A Parsimonious Model of SKU Choice” -- presentation at INFORMS (1999)
- “Trust building Among Strangers” -- presentation at the ACR Conference (1999)
- “Experience-weighted Attraction Learning in Games” -- presentation at the ACR Conference (1999)
- “Experience-weighted Attraction Learning in Games” -- presentation at the First Asian Conference on Experimental Business Research (1999)
- “Experience-based Reinforcement and Response Sensitivity in SKU Choice” -- presentation at the Marketing Science Conference (1998)
- “Experience-based Reinforcement and Response Sensitivity in SKU Choice” -- presentation at the Choice Symposium (1998)
- “Experience-weighted Attraction Learning in Games” -- presentation at the Marketing Science Conference (1997)
- “Rational Shopping and the Option Value of Variable Pricing” -- presentation at the Marketing Science Conference (1997)
- “Experience-weighted Attraction Learning in Games” -- presentation at INFORMS (1997)
- “Rational Shopping and the Option Value of Variable Pricing” -- presentation at INFORMS (1997)
- “Rational Shopping and the Option Value of Variable Pricing” -- presentation at INFORMS (1996)
- “Modeling Delivery-Time Commitment” -- presentation at the TIMS International Meeting (1995)
- “Demand Modeling in Line Extension” -- presentation at INFORMS (1995)
- “Violations of the Compound Lottery Reduction Axiom: Evidence and Interpretation” -- presentation at the ORSA/TIMS National Meeting (1992)
- “New Product Development Performance, Timing, and the Marketing-Manufacturing Interface” -- presentation at the ORSA/TIMS National Meeting (1992)
- “Finite Automata Play Repeated Prisoner’s Dilemma with Information Processing Costs” -- presentation at the International Conference of Game Theory (1991)

Guest Lectures

- California Institute of Technology (1997, 2013)
- Carnegie-Mellon University (1993, 2003)
- China Executive Leadership Academy in Pudong (2016)
- Chinese University of Hong Kong (2005, 2015)
- Columbia University (1993, 2001, 2007)
- Cornell University (1998, 2008, 2010)
- Duke University (1999, 2006)
- Harvard University (2003, 2013)
- Hong Kong University (2006)
- Hong Kong University of Science and Technology (1997)
- Houston University (2007)
- INSEAD (1998, 2005, 2007, 2011)
- Massachusetts Institute of Technology (2000, 2005, 2016)
- National Taiwan University (2016)
- National University of Singapore (1999-2008, 2010, 2011)
- New York University (2009)
- Northwestern University (2006, 2011)
- Peking University (2006)
- Singapore Civil Service College (2015, 2016, 2017)
- Singapore Management University (2000, 2001, 2002)
- Stanford University (1996, 2003, 2013)
- Texas A&M University (1997)
- University of British Columbia, Vancouver (2016)
- University of California, Berkeley (1997, 2001, 2003, 2005, 2009, 2010, 2013)
- University of California, Davis (2014)
- University of California, Irvine (1996)
- University of California, Los Angeles (1993, 1997)
- University of California, San Diego (2011)
- University of Chicago (2000)
- University of Florida (1999)
- University of Michigan (2005, 2013)
- University of Minnesota (2010)
- University of Pennsylvania (1996, 1998, 1999, 2007, 2008, 2010)
- University of Rochester (2005)
- University of Texas, Austin (1993)
- University of Texas, Dallas (2000)
- University of Toronto (2005)
- University of Vancouver (2006)
- Washington University in St Louis (2000, 2008)
- Yale University (2004)

Professional Programmes

- Chair of the Organization Committee for the 4th NUS Behavioral Economics Summer Institute (2013)
- Session Chair for “Behavioral Economics Models in Marketing” at INFORMS (2012)
- Chair of the Organizing Committee for the 3rd NUS Behavioral Economics Summer Institute (2012)
- Conference Chair for “Leading Through Innovation” at the 2nd Asia Business Center Conference (2011)
- Co-organizer of the 2nd NUS Behavioral Economics Summer Institute (2011)
- Co-organizer of the 1st NUS Behavioral Economics Summer Institute (2010)
- Conference chair for “Managing Family Business in Global Marketplace” at the 1st Asia Business Center Conference (2009)
- Program committee for the 2006 ACM Conference on Electronic Commerce
- Member of the National Science Foundation’s Decision, Risk, and Management Sciences Panel (2005-2007)
- Judge for the 2004 Manufacturing and Service Operations Management Society Student Paper Competition
- Session Chair for “Marketing-Production Coordination” and “Product Variety Management” at INFORMS (1997)
- Session Chair for “Product Variety and Store Choice” and “Learning in Games and Decisions” at INFORMS (1997)
- Cluster Chair for “New Product Development” and “Marketing-Production Interfaces” at the TIMS International Meeting (1995)
- Session Chair for “Dynamic Marketing-Production Interfaces”, and “New Product Portfolio Management” at INFORMS (1995)
- Session Chair for “OR Research/Application in Singapore” at the ORSA/TIMS National Meeting (1994)

Committees & Boards

Organisation	Position	From	To
National University of Singapore	Co-chair -- Steering Committee -- Asian Institute of Digital Finance (AIDF)	1 Jan 2021	Present
	Member -- Governing Council -- NUS Centre for Trusted Internet and Community (NUS CTIC)	27 Jul 2020	Present
	Chair -- Management Committee -- NUS China Research Initiatives (NUSRI)	1 Jan 2020	Present
	Chair -- Graduate Investment Private Limited	1 Feb 2019	Present
	Deputy Chair -- Management Board -- Energy Studies Institute (ESI)	1 Nov 2018	Present
	Member -- Management Board -- Middle East Institute (MEI)	1 Sep 2018	Present
	Member -- Governing Board -- Yong Siew Toh Conservatory of Music (YSTCoM)	1 Jan 2018	Present
	Deputy Chair -- Governing Board -- Duke-NUS Medical School	1 Jan 2018	Present
	Member -- Board of Governors -- NUS High School of Mathematics and Science (NUS HS)	1 Jan 2018	Present
	Co-Chair -- Advisory Board -- The Logistics Institute-Asia Pacific (TLIAP)	1 Jan 2018	Present
	Member -- Management Board -- NUS Institute of Systems Science (ISS)	1 Jan 2018	Present
	Member -- Board of Trustees	1 Jan 2018	Present
	Member -- Governing Board -- Centre for Quantum Technologies (CQT)	1 Jun 2015	Present
Singapore Government			
Civil Service College (CSC)	Fellow	1 Mar 2014	Present
Defence Science and Technology Agency (DSTA)	Member -- Board of Directors	15 Mar 2018	Present
DSO National Laboratories	Member -- Board of Directors	1 Apr 2021	Present
Government Technology Agency (GovTech)	Member -- Board of Directors	1 Oct 2020	Present

Organisation	Position	From	To
Ministry of Education (MoE)	Member -- Social Science Research Council (SSRC)	1 Jan 2016	Present
	Member -- RIE2025 Human Potential Steering Committee	1 April 2021	Present
National Environment Agency (NEA)	Board Member	1 Apr 2016	Present
National Research Foundation (NRF)	Co-chair -- Governing Board -- Singapore-MIT Alliance for Research and Technology (SMART)	1 Jun 2018	Present
	Member -- Governing Board -- Cambridge Centre for Advanced Research and Education in Singapore (Cambridge CARES)	1 Jun 2017	Present
	Chairman -- Singapore Data Science Consortium (SDSC)	1 May 2017	Present
	Executive Chairman-- Artificial Intelligence Singapore (AISG)	1 May 2017	Present
	Co-chair -- Governing Board -- Future Resilient Systems (FRS) -- Singapore-ETH Centre	1 Nov 2014	Present
National University Health System (NUHS)	Member -- Board	27 Sep 2014	Present
United States of America			
University of California, Berkeley	Member -- Search Committee for Chief Executive Officer of Centre for Executive Education	2014	2014
	Member -- Policy and Planning Committee	2013	2015
	Member -- Berkeley International Strategy Task Force	2011	2011
	Faculty Director -- Center for Executive Education	2009	2011
	Member -- Search Committee for Dean	2008	2008
	Member (Elected) -- Policy and Planning Committee	2008	2010
	Member -- Search Committee for Chief Operating Officer	2006	2006
	Faculty Chair	2004	2005
	Executive Director -- Berkeley Experimental Social Sciences Laboratory	2004	2005

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

- T-H Ho, C. Leong, & C. Yeung. "Success at scale: Six suggestions from implementation and policy sciences". *Behavioural Public Policy*, 5(1), 71-79, 2021.
- TH Ho, SE Park, X Su, "A Bayesian Level-k Model in n-Person Games", *Management Science* (2019 (online); forthcoming (in print)).
- CF Camerer, A Dreber, F Holzmeister, TH Ho, J Huber, M Johannesson, M Kirchler, G Nave, B Nosek, T Pfeiffer, A Altmejd, N Buttrick, T Chan, Y Chen, A Gampa, E Forsell, E Heikensten, L Hummer, T Imai, S Isaksson, D Manfredi, J Rose, EJ Wagenmakers, H Wu, "Evaluating the Replicability of Social Science Experiments in *Nature* and *Science* between 2010 and 2015", *Nature Human Behavior* 2: 637-644, 2018 (published online on 27 August 2018). ****
- TH Ho, IPL Png, S Reza, "Sunk Cost Fallacy in Driving the World's Costliest Cars", *Management Science* 64(4): 1477-1973, 2018 (published online on 2 March 2017). *
- TH Ho, J Somasundaram, "Behavioural Game Theory", *Macroeconomic Review* 16(2): 97-103, 2017.
- ME Schweitzer, TH Ho, X Zhang, "How Monitoring Influences Trust: A Tale of Two Faces", *Management Science* 64(1): 253-270, 2018 (published online on 23 November 2016).
- DJ Benjamin, JO Berger, M Johannesson, BA Nosek, EJ Wagenmakers, R Berk, KA Bollen, B Brembs, L Brown, CF Camerer, D Cesarini, CD Chambers, M Clyde, TD Cook, P De Boeck, Z Dienes, A Dreber, K Easwaran, C Efferson, E Fehr, F Fidler, AP Field, M Forster, EI George, R Gonzalez, S Goodman, E Green, DP Green, A Greenwald, JD Hadfield, LV Hedges, L Held, TH Ho, H Hoijtink, JH Jones, DJ Hruschka, K Imai, G Imbens, JPA Ioannidis, M Jeon, M Kirchler, D Laibson, J List, R Little, A Lupia, E Machery, SE Maxwell, M McCarthy, D Moore, SL Morgan, M Munafó, S Nakagawa, B Nyhan, TH Parker, L Pericchi, M Perugini, J Rouder, J Rousseau, V Savalei, FD Schönbrodt, T Sellke, B Sinclair, D Tingley, T Van Zandt, S Vazire, DJ Watts, C Winship, RL Wolpert, Y Xie, C Young, J Zinman, VE Johnson, "Redefine statistical significance", *Nature Human Behavior* 2: 6-10, 2017. *****
- CF Camerer, A Dreber, E Forsell, TH Ho, J Huber, M Johannesson, M Kirchler, J Almenberg, A Altmejd, T Chan, E Heikensten, F Holzmeister, T Imai, S Isaksson, G Nave, T Pfeiffer, M Razen, H Wu, "Evaluating replicability of laboratory experiments in economics", *Science* 10.1126/science.aaf0918 (published online on 3 March 2016). *****
- JK Chong, TH Ho, CF Camerer, "A Generalized Cognitive Hierarchy Model of Games", *Games and Economic Behavior* 99: 257-274, 2016.
- CF Camerer, TH Ho, JK Chong, "A Psychological Approach to Strategic Thinking in Games", *Current Opinion in Behavioural Science* 3: 157-162, 2015.
- TH Ho, C Yeung, "How a One-time Incentive Can Induce Long-Term Commitment to Training", *California Management Review* 57(2): 113-128, 2015.
- TH Ho, C Yeung, "Giving Feedback to Clients", *Management Science* 60(8): 1926-1944, 2014.
- TH Ho, X Su, "A Dynamic Level-k Model in Sequential Games", *Management Science* 59(2): 452-469, 2013. *
- FG Caro, TH Ho, D McFadden, AS Gottlieb, C Yee, T Chan, J Winter, "Using the internet to administer more realistic vignette experiments", *Social Science Computer Review*, 30 (2), 184-201, 2012.

- Y Chen, TH Ho, YM Kim, "Knowledge Market Design: A Field Experiment at Google Answers", *Journal of Public Economic Theory* 12(4): 641-664, 2010. **
- TH Ho, X Su, "Peer-induced Fairness in Games", *American Economic Review* 99(5): 2022-2049, 2009. **
- EB Andrade, TH Ho, "Gaming Emotions in Social Interactions", *Journal of Consumer Research* 36(4): 539-552, 2009. ** Note: Lead article
- TH Ho, X Wang, CF Camerer, "Individual Differences in EWA Learning with Partial Payoff Information", *The Economic Journal* 118(525): 37-59, 2008. *
- EB Andrade, TH Ho, "How is the Boss's Mood Today? I Want a Raise", *Psychological Science* 18(8): 668-671, 2007.
- TH Ho, CF Camerer, JK Chong, "Self-tuning Experience Weighted Attraction Learning in Games", *Journal of Economic Theory* 133(1): 177-198, 2007. ***
- JK Chong, CF Camerer, TH Ho, "A Learning-based Model of Repeated Games with Incomplete Information", *Games and Economic Behavior* 55(2): 340-371, 2006. *
- TH Ho, K Weigelt, "Trust Building Among Strangers", *Management Science* 51(4): 519-530, 2005. ** Note: Lead article; Finalist, John D. C. Little Best Paper Award
- CF Camerer, TH Ho, JK Chong, "A Cognitive Hierarchy Model of Games", *Quarterly Journal of Economics* 119(3): 861--898, 2004. *****
- TH Ho, C Tang, "Introduction to Special Issue on Marketing and Operations Management Interfaces and Coordination", *Management Science* 50(4): 429-430, 2004.
- CF Camerer, TH Ho, K Chong, "Models of Thinking, Learning, and Teaching in Games", *The American Economic Review, Papers and Proceedings* 93(2): 192-195, 2003. **
- CF Camerer, TH Ho, JK Chong, "Sophisticated Experience-Weighted Attraction Learning and Strategic Teaching in Repeated Games", *Journal of Economic Theory* 104(1): 137-188, 2002. ****
- CF Camerer, TH Ho, "Experience-weighted attraction learning in normal form games", *Econometrica* 67(4): 827-874, 1999. *****
- TH Ho, CF Camerer, K Weigelt, "Iterated Dominance and Iterated Best Response in Experimental 'p-Beauty Contests'", *The American Economic Review* 88(4): 947-969, 1998. ****
- CF Camerer, TH Ho, "Experience-Weighted Attraction Learning in Coordination Games: Probability Rules, Heterogeneity and Time-Variation", *Journal of Mathematical Psychology* 42(2-3): 305-326, 1998. **
- TH Ho, K Weigelt, "Task Complexity, Equilibrium Selection, and Learning: An Experimental Study", *Management Science* 42(5): 659-679, 1996. *
- TH Ho, "Finite Automata Play Repeated Prisoner's Dilemma with Information Processing Costs", *Journal of Economic Dynamics and Control* 20(1-3): 173-207, 1996. *
- CF Camerer, TH Ho, "Violations of the Betweenness Axiom and Nonlinearity in Probability", *Journal of Risk and Uncertainty* 8(2): 167-196, 1994. *****

Computing and Artificial Intelligence

- Z Dai, Y Chen, B K H Low, P Jaillet, TH Ho, "Recursive Reasoning-Based Bayesian Optimization for No-Regret Learning in Games". 37th International Conference on Machine Learning (ICML 2020).
- T Chan, SL Chung, TH Ho, "An Economic Model to Estimate Software Rewriting and Replacement Times", *IEEE Transactions on Software Engineering* 22(8): 580-598, 1996. *
- RT Watson, TH Ho, KS Raman, "Culture: A Fourth Dimension of Group Support Systems", *Communications of the ACM* 37(10): 44-55, 1994. ***
- TH Ho, KS Raman, "The Effect of GDSS and Elected Leadership on Small Group Meetings", *Journal of Management Information Systems* 8(2): 109-133, 1991. *

Management Science

- TH Ho, N Lim, S Reza, X Xia, "Causal Inference Models in Operations Management", *Manufacturing & Service Operations Management* 19(4), 509-525, 2017.
- TH Ho, X Su, Y Wu, "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
- TH Ho, N Lim, TH Cui, "Reference Dependence in Multilocation Newsvendor Models: A Structural Analysis", *Management Science* 56(11): 1891-1910, 2010. ***
- ZJ Ren, MA Cohen, TH Ho, C Terwiesch, "Information Sharing in a Long-term Supply Chain Relationship: The Role of Customer Review Strategy", *Operations Research* 58(1): 81-93, 2010. **
- TH Ho, CS Tang, "Introduction to the Special Issue on Marketing and Operations Management Interfaces and Coordination", *Production and Operations Management* 18(4): 363-364, 2009. *
- C Terwiesch, ZJ Ren, TH Ho, MA Cohen, "An Empirical Analysis of Forecast Sharing in the Semiconductor Equipment Supply Chain", *Management Science* 51(2): 208-220. 2005. ***
- TH Ho, YS Zheng, "Setting Customer Expectation in Service Delivery: An Integrated Marketing-Operations Perspective", *Management Science* 50(4): 479-488, 2004. **
- MA Cohen, TH Ho, ZJ Ren, C Terwiesch, "Measuring Imputed Cost in the Semiconductor Equipment Supply Chain", *Management Science* 49(12): 1653-1670, 2003. **
- H Rhim, TH Ho, US Karmarkar, "Competitive Location, Production, and Market Selection", *European Journal of Operations Research* 149(1): 211-228, 2003. *
- TH Ho, S Savin, C Terwiesch, "Managing Demand and Sales Dynamics in New Product Diffusion Under Supply Constraint", *Management Science* 48(2): 187-206, 2002. ***
- MA Cohen, J Eliashberg, TH Ho, "An Analysis of Several New Product Performance Metrics", *Manufacturing & Service Operations Management* 2(4): 337-349, 2000. *
- MA Cohen, J Eliashberg, TH Ho, "New Product Development: The Performance and Time-to-Market Tradeoff", *Management Science* 42(2): 173-186, 1996. ****

Quantitative Marketing and Data Science

- SC Kou, S Yang, C-J Chang, TH Ho, L Graver, "Unmasking the Actual COVID-19 Case Count". *Clinical Infectious Diseases* 71(11): 2949–2951, 2020.
- TH Ho, JK Chong, X Xia, "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).
- RN Borkovsky, PB Ellickson, BR Gordon, V Aguirregabiria, P Gardete, P Grieco, T Gureckis, TH Ho, L Mathevet, A Sweeting, "Multiplicity of equilibria and information structures in empirical games: challenges and prospects", *Marketing Letters* 26(2), 115-125, 2015.
- TH Ho, S Li, SE Park, ZJM Shen, "Customer Influence Value and Purchase Acceleration in New Product Diffusion", *Marketing Science* 31(2): 236-256, 2012.
- FG Caro, C Yee, S Levien, AS Gottlieb, J Winter, DL McFadden, TH Ho, "Choosing Among Residential Options: Results of a Vignette Experiment", *Research on Ageing* 34(1): 3-33, 2012.
- A Goldfarb, TH Ho, W Amaldoss, AL Brown, Y Chen, TH Cui, A Galasso, T Hossain, M Hsu, N Lim, M Xiao, B Yang, "Behavioral Models of Managerial Decision-making", *Marketing Letters* 23(2): 405-421, 2012. *
- TH Ho, X Su, "Strategic pricing response and optimization in operations management", *Handbook of Pricing Research in Marketing*, 2009.
- W Amaldoss, TH Ho, A Krishna, KY Chen, P Desai, G Iyer, S Jain, N Lim, J Morgan, R Oprea, J Srivasatava, "Experiments on strategic choices and markets", *Marketing Letters* 19(3-4): 417-429, 2008.
- TH Ho, J Zhang, "Designing Pricing Contracts for Boundedly Rational Customers: Does the Framing of the Fixed Fee Matter?", *Management Science* 54(4): 686-700, 2008. ****
- TH Ho, KY Chen, "New Product Blockbusters: The Magic and Science of Prediction Markets", *California Management Review* 50(1):144-158, 2007. **
- N Lim, TH Ho, "Designing Price Contracts for Boundedly Rational Customers: Does the Number of Blocks Matter?", *Marketing Science* 26(3): 312-326, 2007. **
- TH Ho, N Lim, CF Camerer, "How "Psychological" Should Economic and Marketing Models Be?", *Journal of Marketing Research* 43(3): 341-344, 2006.
- TH Ho, N Lim, CF Camerer, "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
- TH Ho, YH Park, YP Zhou, "Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Lifetime Value", *Marketing Science* 25(3): 260-277, 2006. **
- T Erdem, K Srinivasan, W Amaldoss, P Bajari, H Che, TH Ho, W Hutchinson, M Katz, M Keane, R Meyer, P Reiss, "Theory-Driven Choice Models", *Marketing Letters* 16 (3-4): 225-237, 2005.
- ET Bradlow, Y Hu, TH Ho, "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
- ET Bradlow, Y Hu, TH Ho, "Modeling Behavioral Regularities of Consumer Learning in Conjoint Analysis", *Journal of Marketing Research* 41(4): 392-396, 2004.

- TH Ho, JK Chong, "A Parsimonious Model of Stockkeeping-Unit Choice", *Journal of Marketing Research* 40(3): 351-365, 2003. *
- D Chakravarti, E Greenleaf, A Sinha, A Cheema, JC Cox, D Friedman, TH Ho, RM Isaac, AA Mitchell, A Rapoport, MH Rothkopf, J Srivastava, R Zwick, "Auctions: Research Opportunities in Marketing", *Marketing Letters* 13(3): 281-296, 2002. *
- JK Chong, TH Ho, CS Tang, "A Modeling Framework for Category Assortment Planning", *Manufacturing & Service Operations Management* 3(3): 191-210, 2001. ** Note: Lead article
- CS Tang, DR Bell, TH Ho, "Store Choice and Shopping Behavior: How Price Format Works?", *California Management Review* 43(2) (2001), 56-74, 2001. ***
- TH Ho, CS Tang, DR Bell, "Rational Shopping Behavior and the Option Value of Variable Pricing", *Management Science* 44(12-Part-2): S145-S160, 1998. ** Note: Lead article
- DR Bell, TH Ho, CS Tang, "Determining Where to Shop: Fixed and Variable Costs of Shopping", *Journal of Marketing Research* 35(3): 352-369, 1998. ****
- MA Cohen, J Eliashberg, TH Ho, "An Anatomy of a Decision-Support System for Developing and Launching Line Extensions", *Journal of Marketing Research* 34(1): 117-129, 1997. *

Books

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

Chapters & Essays

- CF Camerer, TH Ho, "Behavioral Game Theory Experiments and Modeling", in *Handbook of Game Theory* Volume 4 (pp. 517-574). North-Holland: Elsevier, 2015.
- TH Ho, "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.
- CF Camerer, TH Ho, JK Chong, "Behavioral Game Theory: Thinking, Learning and Teaching", in *Advances in Understanding Strategic Behaviour*, 2004. ** Note: Presented at the 2002 Nobel Symposium
- JK Chong, CF Camerer, TH Ho, "Cognitive Hierarchy: A Limited Thinking Theory in Games", in *Experimental Business Research*, Vol. II., Zwick, R. and Rapoport A. (Eds.). Kluwer Academic Publishers, 2005, 203-228.
- JK Chong, TH Ho, CS Tang, "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.
- CF Camerer, TH Ho, JK Chong, "Learning and Equilibrium in Games", in *Handbook of Experimental Economics Results*, Plott, C. and Smith, V. (Eds.). North-Holland, 2003.
- CF Camerer, D Hsia, TH Ho, "EWA Learning in Bilateral Call Markets", in *Experimental Business Research*, Zwick, R. and Rapoport, A. (Eds.). New York: Kluwer Academic Publishers, 2002. Note: Refereed
- CF Camerer, TH Ho, "Strategic Learning and Teaching", in Hoch, S. and Kunreuther, H. (Eds.), *Wharton on Decision Making*. John Wiley & Sons, 2001, 159-175.

- MA Cohen, TH Ho, H Matsuo, "Operations Planning in the Presence of Innovation-Diffusion Dynamics", in *New Product Diffusion Models*, Mahajan, V., Muller, E. and Wind, J. (Eds.), Kluwer Academic Publishers, 2000, 237-262. Note: Refereed
 - CF Camerer, TH Ho, "Experience-weighted Attraction Learning in Games: Estimates from Weak-Link Games", in *Games and Human Behavior: Essays in Honor of Amnon Rapoport*, Budescu, D., Erev, I. and Zwick, R. (Eds.). Lawrence Erlbaum Associations, Inc., 1999, 31-52. * Note: Refereed
 - JK Chong, TH Ho, CS Tang, "Product Structure, Brand Width and Brand Share", in *Product Variety Management*, Ho, TH and Tang, C. (Eds.). Springer, 1998.
 - TH Ho, K Weigelt, "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.
 - MA Cohen, J Eliashberg, TH Ho, "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.
 - T Chan, S Chung, TH Ho, "Timing of Software Replacement", in *Proceedings of the Fifteenth International Conference on Information Systems*, Vancouver, 1994, 291-307. (Refereed)
 - TH Ho, KS Raman, RT Watson, "Group Decision Support Systems: The Cultural Factor", in *Proceedings of the Tenth International Conference on Information Systems*, Boston, 1989, 119-129. ** Note: Refereed
-