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Professional Experience

Nanyang Technological University, Singapore

2023-Present President
 Distinguished University Professor

National University of Singapore

2023-Present	University Professor
2018-2023	Senior Deputy President and Provost
2015-2018	Deputy President (Research and Technology)
2015-2023	Professor in the Department of Analytics and Operations Professor in the Department of Industrial Systems Engineering and Management
2012-2017	Director of the NUS Global Asia Institute
2011-2023	Tan Chin Tuan Centennial Professor
2011-2023	Director of the Centre for Behavioural Economics
2011-2023	Professor in the Department of Marketing
2011-2015	Vice President (Research Strategy)
1993-1994	Lecturer

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

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

Wharton School of the University of Pennsylvania, USA

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

Anderson School of Management at the University of California, Los Angeles, USA

1994-1997 Assistant Professor of Operations and Technology Management

Singapore National Research Foundation and Professional Bodies

2022-present	President of the Academy of Engineering, Singapore
2017-present	Founding Executive Chairman of AI Singapore
2017-2021	Chair of the Singapore Data Science Consortium

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)

Teaching

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

Professional Affiliations

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

Editorial 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)
- Associate Editor, Interdisciplinary Research (2000-2003)

Marketing Science

- Associate Editor (2007-2014)

Journal of Marketing Research

- Associate Editor (2006-2014)

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)

National Science Foundation, USA

- Member of the National Science Foundation's panel on decision, risk, and management sciences (2005-2007)

Research Grants

National Research Foundation, Singapore

- \$274,752 to study "The Role of Commitment in Reducing School Children's Shower Time" (2017)
- \$7,450,000 to study "Solving Societal Challenges Using Data-Driven Decision Sciences" (2015-2022)

Future Resilient Systems (Singapore-ETH Centre)

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

National Science Foundation, USA

- \$530,000 to study the "Measurement and Neural Foundations of Strategic IQ", with C.F. Camerer and R. Adolphs (2004-2007)
- \$560,000 for the "Berkeley Experimental Social Sciences Laboratory", with G. Akerlof, B. Mellers, and J. Morgan (2003-2005)
- \$430,000 to study "Collaborative Research: Sophisticated EWA Learning and Strategic Teaching in Repeated Games", with C.F. Camerer (2000-2003)
- \$227,000 to study "Collaborative Research: Experience-weighted Attraction Learning in Games", with C.F. Camerer (1998-2000)
- \$245,000 to study "Collaborative Research: Iterative Rationality and Learning in Non-cooperative Games", with C.F. Camerer (1995-1997)

Hewlett-Packard

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

Intel

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

Awards

- Public Administration Medal (Gold), Singapore Ministry of Education (2023)
- Academician of Academia Sinica (2022)
- Fellow of the Academy of Engineering, Singapore (2019)
- Williamson Award (2015) -- The highest faculty award at the University of California, Berkeley's Haas School of Business. It is 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.
- Second Place, Wickham Skinner Best Paper Award (2015) -- "Distributional and Peer-induced Fairness in Supply Chain Contract Design", with X. Su and Y. Wu. The award was created 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)
- 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.
- Earl F. Cheit Award for Excellence in Teaching (Weekend MBA Programme) (2006)
- 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 (Evening MBA Programme) (2005)
- Earl F. Cheit Award for Excellence in Teaching (Full-time MBA Programme) (2004)
- 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)

Consulting and Teaching

- Whampoa Group (2020)
- 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)
- Security Network of America (2006-2010)
- HP (2003-2009)
- Boston Scientific Corporation (2003-2007)
- eBay (2005)
- Martek Biosciences Corporation (2004)
- Boeing (2002)
- Information Resource Inc. (2001-2002)
- Intel (1999-2002)
- Campbell's Soup (1992-1996)

Conferences, Discussions, Lectures, and Professional Programmes

Conferences and Discussions

- **2020-Present**
 - o World Economic Forum's 54th Annual Meeting (2024) -- Panellist, on "Building Bridges: University Leaders Meeting - Joining forces to explore the future of artificial intelligence"
 - o Science and Technology in Society Forum's 20th Annual Meeting (2023) -- Panellist, on "AI and Human Society"
 - o Association of Pacific Rim Universities' 27th Annual Presidents' Meeting (2023) -- Panellist, on "Educating Future Generations for Planet Thought Leadership"
- **2018-2020**
 - o 27th International Conference on Industrial Engineering and Engineering Management (2020) -- Opening speech as the general chair of the conference, on "Re-engineering Engineering Research"
 - o Temasek Foundation International Conference (2019) -- Keynote speech on "Higher Education in 2030"
 - o Higher Education Futures Institute '19 Conference (2019) -- Keynote speech on "Charting the journey for lifelong education and adult learning at the National University of Singapore"
 - o Management Science and Operations Management Conference (2019) -- Plenary speech on "Singapore as a Smart Nation"
 - o SkillsFuture Festival (2019) -- Keynote speech on "Industry 4.0: Myths and Promises"
 - o Overseas Singaporean Summit (2019) -- Panel moderator for "Research Landscape and Opportunities in Humanities and Social Sciences"
 - o InnovFest Suzhou (2019) -- Keynote speech (in Chinese) on "Industry 4.0: Myths and Promises / 工业 4.0: 解读误区及光明前景"
 - o Chongqing Talents Conference (2019) -- Keynote speech on "Building a Great City: The University as a Talent Development Hub"
 - o Annual Teaching Excellence Awards Ceremony (2019) -- Keynote speech on "Lifelong Learning at NUS"
 - o Master's in Public Administration and Management Programme, Lee Kuan Yew School of Public Policy (2019) -- Speech (in Chinese) on "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"
 - o 12th International Science Youth Forum Grand Ceremony, Hwa Chong Institute (2019) -- Panel moderator for a discussion with Nobel Prize winners
 - o DSO InnoFest (2018) -- Presentation on "Value-driven Data Analytics and AI"
 - o International Academic Advisory Panel (2018) -- Presentation on "NUS Lifelong Learners (NUS L3) Programme"
 - o Asia-Pacific Association for International Education (2018) -- Presentation on "Innovation Platform and Community for the 4th Industrial Revolution"
 - o Association of Pacific Rim Universities Provosts' Forum (2018) -- Presentation on "Provosts as Facilitators and Transformers"
 - o POMS (2018) -- Presentation on "Does Big Data Solve Big Problems?"
- **2015-2017**
 - o Academia Sinica (2017) -- Presentation on "Does Big Data Solve Big Problems?"

- [Taiwan Econometric Society conference](#) (2017) -- Presentation on "A General Model of Nonequilibrium Behaviour"
- [10th Annual CSAMSE conference](#) (2017) -- Presentation on "Does Big Data Solve Big Problems?"
- [2nd CEIBS Marketing Symposium](#) (2017) -- Presentation on "Does Big Data Solve Big Problems?"
- [Annual Meeting of Taiwan Institute of Marketing Science](#) (2016) -- Presentation on "Does Big Data Solve Big Problems?"
- [Summit on Transformational Leadership for Global Universities](#) (2016) -- Presentation on "University Governance: The NUS Experience"
- [2nd Singapore International Public Health Conference and 11th Singapore Public Health and Occupational Medicine Conference](#) (2016) -- Presentation on "A Scalable Online Platform for Weight Loss"
- [Roundtable discussion organised by The Business Times \(Singapore\)](#) (2016) -- Panel moderator for "How can analytics enable smarter insights for corporate advantage?"
- [NUS Institute of Real Estate Studies and Government of Singapore Investment Corporation \(IRES-GIC\) Conference](#) (2016) -- Presentation on "Big data and its impact on business and society"
- [Roundtable discussion organised by The Business Times \(Singapore\)](#) (2015) -- Panel moderator for "Implementing the Smart City: Best Practices and Experiences of cities around the world"
- [IEEM](#) (2015) -- Keynote speech on "Does Big Data Solve Big Problems?"
- [INFORMS](#) (2015) -- Presentation on "Non-equilibrium Models in Games"

- 2001-2014

- [POMS International Conference](#) (2014) -- Presentation on "Does Big Data Solve Big Problems?"
- [International Forum of Marketing Science and Applications](#) (2013) -- Presentation on "Giving Feedback to Clients"
- [9th Invitational Choice Symposium](#) (2012) -- Presentation on "An Empirical Alternative to Backward Induction"
- [11th World Chinese Entrepreneurs Convention](#) (2012) -- Panel chair on "Successful Chinese Entrepreneurs: Business Strategies, Responsibilities and Growth"
- [INFORMS](#) (2012) -- Presentation on "Dynamic Level-k Model in Sequential Games"
- [INFORMS](#) (2011) -- Presentation on "Decision Analysis"
- [Choice Symposium](#) (2010) -- Presentation on "Dynamic Level-k Model in Centipede Games"
- [Theory Rich Marketing Modeling Workshop, Duke University](#) (2007) -- Presentation on "Behavioral Game Theory"
- [Marketing Science Conference, Doctoral Symposium](#) (2007) -- Presentation on "A Layperson's Introduction to Experimental Economics"
- [Marketing Science Conference](#) (2007) -- Presentation on "A Behavioral Theory of Pricing"
- [Society of Neuroeconomics Conference](#) (2006) -- Keynote Speech on "Game Theory: Experiments"
- [Marketing Science Conference](#) (2005) -- Presentation on "Incorporating Satisfaction into Customer Value Analysis: Optimal Investment in Lifetime Value"
- [Bay Area Marketing Colloquia](#) (2003) -- Presentation on "A Cognitive Hierarchy Theory of One-shot Games"
- [Choice Symposium](#) (2001) -- Presentation on "An Experimental Study of Three Internet Pricing Mechanisms"

- 1991-2000

- [ACR Conference](#) (2000) -- Presentation on "An Experimental Study of Three Internet Pricing Mechanisms"
- [INFORMS](#) (1999) -- Presentation on "A Parsimonious Model of SKU Choice"
- [ACR Conference](#) (1999) -- Presentations on "Trust building Among Strangers" and "Experience-weighted Attraction Learning in Games"
- [First Asian Conference on Experimental Business Research](#) (1999) -- Presentation on "Experience-weighted Attraction Learning in Games"
- [Marketing Science Conference](#) (1998) -- Presentation on "Experience-based Reinforcement and Response Sensitivity in SKU Choice"
- [Choice Symposium](#) (1998) -- Presentation on "Experience-based Reinforcement and Response Sensitivity in SKU Choice"
- [Marketing Science Conference](#) (1997) -- Presentations on "Experience-weighted Attraction Learning in Games" and "Rational Shopping and the Option Value of Variable Pricing"
- [INFORMS](#) (1997) -- Presentations on "Experience-weighted Attraction Learning in Games" and "Rational Shopping and the Option Value of Variable Pricing"
- [INFORMS](#) (1996) -- Presentation on "Rational Shopping and the Option Value of Variable Pricing"
- [TIMS International Meeting](#) (1995) -- Presentation on "Modeling Delivery-Time Commitment"
- [INFORMS](#) (1995) -- Presentation on "Demand Modeling in Line Extension"
- [ORSA/TIMS National Meeting](#) (1992) -- Presentations on "Violations of the Compound Lottery Reduction Axiom: Evidence and Interpretation" and "New Product Development Performance, Timing, and the Marketing-Manufacturing Interface"
- [International Conference of Game Theory](#) (1991) -- Presentation on "Finite Automata Play Repeated Prisoner's Dilemma with Information Processing Costs"

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, 2021)
- 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

- NUS Behavioral Economics Summer Institute (2012, 2013) -- Chair of the organizing committee
- INFORMS (2012) -- Session chair for "Behavioral Economics Models in Marketing"
- 2nd Asia Business Center Conference (2011) -- Conference chair for "Leading Through Innovation"
- NUS Behavioral Economics Summer Institute (2010, 2011) -- Co-organizer
- 1st Asia Business Center Conference (2009) -- Conference chair for "Managing Family Business in Global Marketplace"
- INFORMS (1997) -- Session chair for "Marketing-Production Coordination" and "Product Variety Management", "Product Variety and Store Choice", and "Learning in Games and Decisions"
- TIMS International Meeting (1995) -- Cluster chair for "New Product Development" and "Marketing-Production Interfaces"
- INFORMS (1995) -- Session chair for "Dynamic Marketing-Production Interfaces" and "New Product Portfolio Management"
- ORSA/TIMS National Meeting (1994) -- Session chair for "OR Research/Application in Singapore"

Committees and Boards

Organisation	Position	From	To
Nanyang Technological University			
Board of Trustees	Member	2023	Present
Singapore Government			
Defence Science and Technology Agency (DSTA)	Member of the Board of Directors	2018	Present
DSO National Laboratories (DSO)	Member of the Board of Directors	2021	Present
Government Technology Agency (GovTech)	Member of the Board of Directors	2020	Present
National Research Foundation (NRF)	Member of the Board	2023	Present
National Research Foundation, Campus for Research Excellence and Technological Enterprise (CREATE)	Member of the Governing Council	2023	Present

Publications

Articles

Behavioural Economics and Sciences

1. C. Leong, L. Jin, D. Kim, J. Kim, Y. Y. Teo, T-H. Ho, "Assessing the Impact of Novelty and Conformity on Hesitancy Towards COVID-19 Vaccines Using mRNA Technology", *Communications Medicine* 2, Article 61, 2022 (Published online on 31 May 2022).
2. C. Yeung, T-H. Ho, R. Sato, N. Lim, R. M. Van Dam, H. C. Tan, K. W. Tham, R. Ali, "Cash Incentives for Weight Loss Work Only for Males", *Behavioural Public Policy* First View, 1-21, 2021.
3. 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.
4. T-H. Ho, S. E. Park, X. Su, "A Bayesian Level- k Model in n -Person Games", *Management Science* 67(3): 1622-1638, 2021.
5. C. F. Camerer, A. Dreber, F. Holzmeister, T-H. Ho, J. Huber, M. Johannesson, M. Kirchler, G. Nave, B. Nosek, T. Pfeiffer, A. Altmeld, N. Buttrick, T. Chan, Y. Chen, A. Gampa, E. Forsell, E. Heikensten, L. Hummer, T. Imai, S. Isaksson, D. Manfredi, J. Rose, E. J. 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). *****
6. T-H. Ho, I. P. L. 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). *
7. M. E. Schweitzer, T-H. 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).
8. D. J. Benjamin, J. O. Berger, M. Johannesson, B. A. Nosek, E. J. Wagenmakers, R. Berk, K. A. Bollen, B. Brembs, L. Brown, C. F. Camerer, D. Cesarini, C. D. Chambers, M. Clyde, T. D. Cook, P. De Boeck, Z. Dienes, A. Dreber, K. Easwaran, C. Efferson, E. Fehr, F. Fidler, A. P. Field, M. Forster, E. I. George, R. Gonzalez, S. Goodman, E. Green, D. P. Green, A. Greenwald, J. D. Hadfield, L. V. Hedges, L. Held, T-H. Ho, H. Hoijtink, J. H. Jones, D. J. Hruschka, K. Imai, G. Imbens, J. P. A. Ioannidis, M. Jeon, M. Kirchler, D. Laibson, J. List, R. Little, A. Lupia, E. Machery, S. E. Maxwell, M. McCarthy, D. Moore, S. L. Morgan, M. Munafó, S. Nakagawa, B. Nyhan, T. H. Parker, L. Pericchi, M. Perugini, J. Rouder, J. Rousseau, V. Savalei, F. D. Schönbrodt, T. Sellke, B. Sinclair, D. Tingley, T. Van Zandt, S. Vazire, D. J. Watts, C. Winship, R. L. Wolpert, Y. Xie, C. Young, J. Zinman, V. E. Johnson, "Redefine Statistical Significance", *Nature Human Behavior* 2: 6-10, 2017. *****
9. C. F. Camerer, A. Dreber, E. Forsell, T-H. Ho, J. Huber, M. Johannesson, M. Kirchler, J. Almenberg, A. Altmeld, 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). *****
10. J. K. Chong, T-H. Ho, C. F. Camerer, "A Generalized Cognitive Hierarchy Model of Games", *Games and Economic Behavior* 99: 257-274, 2016. *
11. C. F. Camerer, T-H. Ho, J. K. Chong, "A Psychological Approach to Strategic Thinking on Games", *Current Opinion in Behavioural Science* 3: 157-162, 2015. *
12. T-H. Ho, C. Yeung, "How a One-Time Incentive Can Induce Long-Term Commitment to Training", *California Management Review* 57(2): 113-128, 2015.
13. T-H. Ho, C. Yeung, "Giving Feedback to Clients", *Management Science* 60(8): 1926-1944, 2014.
14. T-H. Ho, X. Su, "A Dynamic Level- K Model in Sequential Games", *Management Science* 59(2): 452-469, 2013. **
15. F. G. Caro, T-H. Ho, D. McFadden, A. S. 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.
16. Y. Chen, T-H. Ho, Y. M. Kim, "Knowledge Market Design: A Field Experiment at Google Answers", *Journal of Public Economic Theory* 12(4): 641-664, 2010. **

17. T-H. Ho, X. Su, "Peer-Induced Fairness in Games", *American Economic Review* 99(5): 2022-2049, 2009. **
18. E. B. Andrade, T-H. Ho, "Gaming Emotions in Social Interactions", *Journal of Consumer Research* 36(4): 539-552, 2009. ** Note: Lead article.
19. T-H. Ho, X. Wang, C. F. Camerer, "Individual Differences in EWA Learning with Partial Payoff Information", *The Economic Journal* 118(525): 37-59, 2008. **
20. E. B. Andrade, T-H. Ho, "How Is the Boss's Mood Today? I Want a Raise", *Psychological Science* 18(8): 668-671, 2007.
21. T-H. Ho, C. F. Camerer, J. K. Chong, "Self-Tuning Experience Weighted Attraction Learning in Games", *Journal of Economic Theory* 133(1): 177-198, 2007. ***
22. J. K. Chong, C. F. Camerer, T-H. Ho, "A Learning-Based Model of Repeated Games with Incomplete Information", *Games and Economic Behavior* 55(2): 340-371, 2006. **
23. T-H. Ho, K. Weigelt, "Trust Building Among Strangers", *Management Science* 51(4): 519-530, 2005. ** Note: Lead article; Finalist for the John D. C. Little Best Paper Award.
24. C. F. Camerer, T-H. Ho, J. K. Chong, "A Cognitive Hierarchy Model of Games", *Quarterly Journal of Economics* 119(3): 861-898, 2004. *****
25. T-H. Ho, C. Tang, "Introduction to the Special Issue on Marketing and Operations Management Interfaces and Coordination", *Management Science* 50(4): 429-430, 2004. *
26. C. F. Camerer, T-H. Ho, J. K. Chong, "Models of Thinking, Learning, and Teaching in Games", *The American Economic Review, Papers and Proceedings* 93(2): 192-195, 2003. **
27. C. F. Camerer, T-H. Ho, J. K. Chong, "Sophisticated Experience-Weighted Attraction Learning and Strategic Teaching in Repeated Games", *Journal of Economic Theory* 104(1): 137-188, 2002. ****
28. C. F. Camerer, T-H. Ho, "Experience-Weighted Attraction Learning in Normal Form Games", *Econometrica* 67(4): 827-874, 1999. *****
29. T-H. Ho, C. F. Camerer, K. Weigelt, "Iterated Dominance and Iterated Best Response in Experimental ' p -Beauty Contests'", *The American Economic Review* 88(4): 947-969, 1998. ****
30. C. F. Camerer T-H. Ho, "Experience-Weighted Attraction Learning in Coordination Games: Probability Rules, Heterogeneity and Time-Variation", *Journal of Mathematical Psychology* 42(2-3): 305-326, 1998. **
31. T-H. Ho, K. Weigelt, "Task Complexity, Equilibrium Selection, and Learning: An Experimental Study", *Management Science* 42(5): 659-679, 1996. *
32. T-H. Ho, "Finite Automata Play Repeated Prisoner's Dilemma with Information Processing Costs", *Journal of Economic Dynamics and Control* 20(1-3): 173-207, 1996. *
33. C. F. Camerer, T-H. Ho, "Violations of the Betweenness Axiom and Nonlinearity in Probability", *Journal of Risk and Uncertainty* 8(2): 167-196, 1994. *****

Management Science

34. T-H. Ho, N. Lim, S. Reza, X. Xia, "Causal Inference Models in Operations Management", *Manufacturing & Service Operations Management* 19(4), 509-525, 2017. *
35. T-H. 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 in the 2014 Wickham Skinner Best Paper Award.
36. B. M. Barber, T-H. Ho, T. Odean, "Introduction to the Special Issue on Behavioral Economics and Finance", *Management Science* 58(1):1-1, 2012.

37. T-H. Ho, N. Lim, T-H. Cui, "Reference Dependence in Multilocation Newsvendor Models: A Structural Analysis", *Management Science* 56(11): 1891-1910, 2010. ***
38. Z. J. Ren, M. A. Cohen, T-H. 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. ***
39. T-H. Ho, C. S. Tang, "Introduction to the Special Issue on Marketing and Operations Management Interfaces and Coordination", *Production and Operations Management* 18(4): 363-364, 2009. *
40. C. Terwiesch, Z. J. Ren, T-H. Ho, M. A. Cohen, "An Empirical Analysis of Forecast Sharing in the Semiconductor Equipment Supply Chain", *Management Science* 51(2): 208-220, 2005. ***
41. T-H. Ho, Y. S. Zheng, "Setting Customer Expectation in Service Delivery: An Integrated Marketing-Operations Perspective", *Management Science* 50(4): 479-488, 2004. ***
42. M. A. Cohen, T-H. Ho, Z. J. Ren, C. Terwiesch, "Measuring Imputed Cost in the Semiconductor Equipment Supply Chain", *Management Science* 49(12): 1653-1670, 2003. **
43. H. Rhim, T-H. Ho, U. S. Karmarkar, "Competitive Location, Production, and Market Selection", *European Journal of Operations Research* 149(1): 211-228, 2003. **
44. T-H. Ho, S. Savin, C. Terwiesch, "Managing Demand and Sales Dynamics in New Product Diffusion Under Supply Constraint", *Management Science* 48(2): 187-206, 2002. ***
45. M. A. Cohen, J. Eliashberg, T-H. Ho, "An Analysis of Several New Product Performance Metrics", *Manufacturing & Service Operations Management* 2(4): 337-349, 2000. *
46. M. A. Cohen, J. Eliashberg, T-H. Ho, "New Product Development: The Performance and Time-to-Market Tradeoff", *Management Science* 42(2): 173-186, 1996. ****

Quantitative Marketing and Data Science

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