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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 Dept. of Industrial Systems Engineering & 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
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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 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

- President’s Science and Technology Medal, from the Government of Singapore (2024)
- Fellow of the Institute for Operations Research and the Management Sciences (INFORMS) (2024)
- Public Administration Medal (Gold), from the Government of Singapore (2023)
- Academician of Academia Sinica (2022)
- Fellow of the Academy of Engineering, Singapore (2019)
- Williamson Award, from the University of California, Berkeley’s Haas School of Business (2015)
- Second Place, Wickham Skinner Best Paper Award for “Distributional and Peer-induced Fairness in Supply Chain Contract Design”, with X. Su and Y. Wu., from the Production and Operations Management Society (POMS) (2015)
- Finalist, William F. O’Dell Award for “Modeling the Psychology of Consumer and Firm Behavior with Behavioral Economics”, with N. Lim and C. Camerer, from the *Journal of Marketing Research* (2011)
- Distinguished Teaching Award, from the University of California, Berkeley (2010)
- Finalist, John D. C. Little Best Paper Award for “Trust Building Among Strangers”, with K. Weigelt, from INFORMS (2006)
- Earl F. Cheit Award for Excellence in Teaching (Weekend MBA Programme), from the University of California, Berkeley’s Haas School of Business (2006)
- Finalist, Paul Green Best Paper Award for “A Learning-based Model for Imputing Missing Levels in Partial Conjoint Profiles”, with E. Bradlow and Y. Hu, from the *Journal of Marketing Research* (2005)
- Earl F. Cheit Award for Excellence in Teaching (Evening MBA Programme), from the University of California, Berkeley’s Haas School of Business (2005)
- Earl F. Cheit Award for Excellence in Teaching (Full-time MBA Programme), from the University of California, Berkeley’s Haas School of Business (2004)
- Honourable Mention, George Dantzig Best Dissertation Award, from INFORMS (1994)
- ARCO Chemical Dissertation Fellowship, from the University of Pennsylvania (1992)
- University Fellowship, University of Pennsylvania (1990-1991)
- NUS Overseas Scholarship, from the National University of Singapore (NUS) (1989-1993)
- Public Service Commission (PSC) Merit Scholarship, from the Government of Singapore (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

2021-Present

- World Economic Forum's 54th Annual Meeting (2024) -- Panellist, on "Building Bridges: University Leaders Meeting - Joining forces to explore the future of artificial intelligence"
- Science and Technology in Society Forum's 20th Annual Meeting (2023) – Panellist, on "AI and Human Society"
- Association of Pacific Rim Universities' 27th Annual Presidents' Meeting (2023) -- Panellist, on "Educating Future Generations for Planet Thought Leadership"

2011-2020

- 27th International Conference on Industrial Engineering and Engineering Management (2020) -- Opening speech as the general chair of the conference, on "Re-engineering Engineering Research"
- Temasek Foundation International Conference (2019) -- Keynote speech on "Higher Education in 2030"
- 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"
- Management Science and Operations Management Conference (2019) -- Plenary speech on "Singapore as a Smart Nation"

- SkillsFuture Festival (2019) -- Keynote speech on “Industry 4.0: Myths and Promises”
- Overseas Singaporean Summit (2019) -- Panel moderator for “Research Landscape and Opportunities in Humanities and Social Sciences”
- 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”
- Chongqing Talents Conference (2019) -- Keynote speech on “Building a Great City: The University as a Talent Development Hub”
- Annual Teaching Excellence Awards Ceremony (2019) -- Keynote speech on “Lifelong Learning at NUS”
- 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”
- 12th International Science Youth Forum Grand Ceremony, Hwa Chong Institute (2019) -- Panel moderator for a discussion with Nobel Prize winners
- DSO InnoFest (2018) -- Presentation on “Value-driven Data Analytics and AI”
- International Academic Advisory Panel (2018) -- Presentation on “NUS Lifelong Learners (NUS L3) Programme”
- Asia-Pacific Association for International Education (2018) -- Presentation on “Innovation Platform and Community for the 4th Industrial Revolution”
- Association of Pacific Rim Universities Provosts’ Forum (2018) -- Presentation on “Provosts as Facilitators and Transformers”
- POMS (2018) -- Presentation on “Does Big Data Solve Big Problems?”
- 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"
- 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"

2001-2010

- 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"

Seminar Speeches

- 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)

Board Memberships

Organisation	Position	Period
Nanyang Technological University (NTU)		
- Board of Trustees	Member	2023 – Present
National University of Singapore (NUS)		
- Board of Trustees	Member	2018 – 2023
- Duke-NUS Medical School	Deputy Chair, Governing Board	2018 – 2023
- Graduate Investment Private Limited	Chair, Board of Directors	2019 – 2023
- Institute of Systems Science	Deputy Chair, Management Board	2018 – 2023
- NUS High School of Mathematics and Science	Vice Chair, Board of Governors	2019 – 2023
- Yong Siew Toh Conservatory of Music	Deputy Chair, Governing Board	2018 – 2023
Singapore Government		
- Communicable Diseases Agency	Member, Board of Directors	2025 – Present
- DSO National Laboratories	Member, Board of Directors	2021 – Present
- Government Technology Agency	Member, Board of Directors	2020 – Present
- National Research Foundation (NRF)	Member	2023 – Present
- NRF Campus for Research Excellence and Technological Enterprise	Member, Governing Council	2023 – Present

Organisation	Position	Period
- Defence Science & Technology Agency	Member, Board of Directors	2018 – 2024
- National Environment Agency	Member	2016 – 2022
- National University Health System	Member	2014 – 2023
- Ministry of Education -- Social Science Research Council	Member, Council	2016 – 2023
- NRF Singapore-MIT Alliance for Research and Technology	Co-chair, Governing Board	2018 – 2022

Private Company

- Greenland Linklogis Group Holdings Pte Ltd	Non-executive Director	2021-2024
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Publications

Articles

Behavioural Economics and Sciences

1. F. Holzmeister, M. Johannesson, C. F. Camerer, Y. Chen, T-H. Ho, S. Hoogeveen, J. Huber, N. Imai, T. Imai, L. Jin, M. Kirchler, A. Ly, B. Mandl, D. Manfredi, G. Nave, B. A. Nosek, T. Pfeiffer, A. Sarafoglou, R. Schwaiger, E-J. Wagenmakers, V. Walden, A. Dreber, "Examining the Replicability of Online Experiments Selected by a Decision Market", *Nature Human Behaviour* 9, 316–330 (2025) (Published online on 19 November 2024).
2. T-H. Ho, S-C. Hsu, L. Jin, D. Kim, J. Kim, C. Leong, "How to Induce Honesty: Results from a Large-Scale Experiment", *Policy and Society*, 2024 (published online on 29 October 2024).
3. 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* 8(2), 279-299, 2024 (Published online on 4 June 2021).
4. 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.
5. 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.
6. T-H. Ho, S. E. Park, X. Su, "A Bayesian Level- k Model in n -Person Games", *Management Science* 67(3), 1622-1638, 2020.
7. C. F. Camerer, A. Dreber, F. Holzmeister, T-H. 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, 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. *****
8. 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. *
9. M. E. Schweitzer, T-H. Ho, X. Zhang, "How Monitoring Influences Trust: A Tale of Two Faces", *Management Science* 64(1), 253-270, 2018.

10. 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. *****
11. C. F. Camerer, A. Dreber, E. Forsell, T-H. 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. *****
12. J. K. Chong, T-H. Ho, C. F. Camerer, "A Generalized Cognitive Hierarchy Model of Games", *Games and Economic Behavior* 99, 257-274, 2016. *
13. 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. *
14. 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.
15. T-H. Ho, C. Yeung, "Giving Feedback to Clients", *Management Science* 60(8), 1926-1944, 2014.
16. T-H. Ho, X. Su, "A Dynamic Level-k Model in Sequential Games", *Management Science* 59(2), 452-469, 2013. **
17. 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.
18. 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. **
19. T-H. Ho, X. Su, "Peer-Induced Fairness in Games", *American Economic Review* 99(5), 2022-2049, 2009. **

20. E. B. Andrade, T-H. Ho, "Gaming Emotions in Social Interactions", *Journal of Consumer Research* 36(4), 539-552, 2009. ** Note: Lead article.
21. 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. **
22. E. B. Andrade, T-H. Ho, "How Is the Boss's Mood Today? I Want a Raise", *Psychological Science* 18(8), 668-671, 2007.
23. 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. ***
24. 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. **
25. 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.
26. C. F. Camerer, T-H. Ho, J. K. Chong, "A Cognitive Hierarchy Model of Games", *Quarterly Journal of Economics* 119(3), 861-898, 2004. *****
27. 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. *
28. 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. **
29. 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. ****
30. C. F. Camerer, T-H. Ho, "Experience-Weighted Attraction Learning in Normal Form Games", *Econometrica* 67(4), 827-874, 1999. *****
31. 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. ****

32. 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. **
33. T-H. Ho, K. Weigelt, "Task Complexity, Equilibrium Selection, and Learning: An Experimental Study", *Management Science* 42(5), 659-679, 1996. *
34. 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. *
35. 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

36. T-H. Ho, N. Lim, S. Reza, X. Xia, "Causal Inference Models in Operations Management", *Manufacturing & Service Operations Management* 19(4), 509-525, 2017. *
37. 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.
38. 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.
39. T-H. Ho, N. Lim, T-H. Cui, "Reference Dependence in Multilocation Newsvendor Models: A Structural Analysis", *Management Science* 56(11), 1891-1910, 2010. ***
40. 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. ***
41. 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. *
42. 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. ***
43. T-H. Ho, Y. S. Zheng, "Setting Customer Expectation in Service Delivery: An Integrated Marketing-Operations Perspective", *Management Science* 50(4), 479-488, 2004. ***

44. 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. ***
45. H. Rhim, T-H. Ho, U. S. Karmarkar, "Competitive Location, Production, and Market Selection", *European Journal of Operations Research* 149(1), 211-228, 2003. **
46. 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. ***
47. 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. *
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Quantitative Marketing and Data Science

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