

# Tao Chen

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<b>Employment</b>	Assistant Professor of Marketing on the Practice Track	Johns Hopkins University	2016–Present
	Assistant Professor of Marketing Consultant	University of Maryland Rulai, Inc.	2008–2016 2016–Present
	Consultant	Melonhome, Inc.	2015–2016
	Business Analyst	McKinsey & Company	1999–2000

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<b>Education</b>	Ph.D.	Marketing	Carnegie Mellon University
	M.S.I.A.	Marketing	Carnegie Mellon University
	M.S.	Economics	Shanghai Jiao Tong University, China
	B.E.	Economics and Electrical Engineering	Shanghai Jiao Tong University, China

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<b>Research Area</b>	Dynamic Pricing and Promotion Strategy	Consumer Dynamic Choice
	Technology Products and Services	Retailing

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<b>Teaching</b>	Social Media Analytics	MS	Johns Hopkins University
	New Product Development	MBA and MS	Johns Hopkins University
	Marketing Management	MBA	Johns Hopkins University
	Marketing Research	MBA and MS	Johns Hopkins University
	Statistical Analysis	MS	Johns Hopkins University
	Marketing Research	MBA and Undergraduate	University of Maryland
	Pricing	MBA	University of Maryland
	Action Learning Project	MS Marketing Analytics	University of Maryland
	Structural Models	PhD	University of Maryland
Marketing Principles	Undergraduate	Carnegie Mellon University	

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<b>Publications</b>	1. Chen, Tao, Baohong Sun and Vishal Singh, (2009), “An Empirical Investigation of the Dynamic Effect of Marlboro’s Permanent Pricing Shift”, <i>Marketing Science</i> , 28(4), 740–758.
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2. Chen, Tao, Ajay Kalra and Baohong Sun, (2009), “Why Do Consumers Buy Extended Service Contracts?”, *Journal of Consumer Research*, 36 (December), 611–623.
3. Wang, Jian, Yi Zhang and Tao Chen, “Unified Recommendation and Search in E-Commerce”, *Proceedings of the Eighth Asian Information Retrieval Societies Conference (AIRS 2012)*, Tianjin, China.

**Working Papers**

1. Wang, Ruijuan, Jian Ni, Fue Zeng and Tao Chen, “Residential Mobility and Financial Decision Making”.
2. Chen, Tao and Baohong Sun, “Consumer Purchases of Retailers’ Extended Service Contracts and Implications on Inter-temporal Pricing: An Empirical Study”.
3. Sun, Jiong, Tao Chen, Jinhong Xie, Fei Li and Gao Wang, “Reference Groups and Product Innovation Strategies”.
4. Chen, Tao, Yu Hu, Mohammad Rahman and Jiong Sun, “The Effect of Store Coordination and Market Competition on Product Assortment: Evidence from Book Retailing”.

**Media Exposure**

- “Protection Racket”, *The Economist*, Nov 19, 2009.
- “Don’t Worry, Be Happy: The Warranty Psychology”, *New York Times*, Nov 6, 2009.
- “Service Warranties and the Cost of Fun”, *New York Times*, Jun 16, 2009.
- “Are Extended Warranties Worth Buying?”, *Wall Street Journal*, Jun 19, 2009.
- “Are Extended Warranties Worth The Money?”, *CBS*, Aug 10, 2007.
- “Shoppers buy extended warranties for products they love: study”, *Canadian Broadcasting Corporation (CBC) News*, Jun 16, 2009.
- “Extended Service Contracts: When And Why Do People Buy Them?”, *Science Daily*, Jun 15, 2009.

**Honors and Awards**

- Dean’s Award 2018
- Center for Analytical Research in Technology (CART) Dissertation Award 2006–7

INFORMS Doctoral Consortium Fellow, Pittsburgh PA	2006
AMA-Sheth Doctoral Consortium Fellow, University of Connecticut	2005
William Larimer Mellon Fellowship	2001–3

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**Invited Talks** Xi'an Jiao Tong University, China  
EDMS Symposium, University of Maryland  
University of Georgia  
University of Iowa  
Indiana University  
Northeastern University  
University of Texas at Dallas  
University of Maryland  
University of North Carolina  
City University of New York  
Purdue University  
University of Toronto

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**Conference Presentations** **“When Technology Products Meet Social Needs: Product Pricing, Design and Targeting”**  
*Marketing Academic Research Colloquium*, Washington DC (2014)  
*SICS*, Berkeley, CA (2013)

**“Why Do Consumer Buy Plastic Bags”**  
*INFORMS Marketing Science Conference*, Boston, MA (2012)

**“Product Variety Decision: When Specialty Stores Meet with Big Box Retailers”**  
*INFORMS Marketing Science Conference*, Houston, TX (2011)

**“Social influence and product strategies”**  
*POMS Annual Meeting*, Vancouver, Canada (2010)

**“Selling to Strategic Consumers in the Presence of Consumption Network Externalities”**

*INFORMS Annual Meeting*, San Diego, CA (2009)

**“The Effect of Consumer Social Interaction: Designing and Marketing Techno-fashion Products”**

*INFORMS Marketing Science Conference*, Ann Arbor, MI (2009)

**“An Empirical Investigation of Consumer Purchases and Intertemporal Pricing of Retailers’ Extended Service Contracts”**

*INFORMS Marketing Science Conference*, Ann Arbor, MI (2009)

**“An Empirical Investigation of the Dynamic Effect of Marlboro’s Permanent Pricing Shift”**

*INFORMS Marketing Science Conference*, Pittsburgh, PA (2006)

**“Purchases of Extended Service Contracts”**

*INFORMS Marketing Science Conference*, Pittsburgh, PA (2006)

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**External  
Services**

Program Committee Member, *ACM SIGIR 2009 Workshop on Information Retrieval and Advertising*