

Tao Chen

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Employment

Associate Professor of Practice	Johns Hopkins University	2022 – present
Assistant Professor of Practice	Johns Hopkins University	2016 – 2022
Assistant Professor of Marketing	University of Maryland	2008 – 2016
Consultant	Rulai, Inc.	2016 – present
Consultant	Melonhome, Inc.	2015 – 2016
Business Analyst	McKinsey & Company	1999 – 2000

Education

Ph.D.	Marketing	Carnegie Mellon University	2008
M.S.I.A.	Marketing	Carnegie Mellon University	2003
M.S.	Economics	Shanghai Jiao Tong University, China	1999
B.E.	Economics and Electrical Engineering	Shanghai Jiao Tong University, China	1996

Research Area

Dynamic Pricing and Promotion Strategy	Technology Products and Services
Consumer Dynamic Choice	Retailing

Teaching

Johns Hopkins University Carey Business School		
Social Media Analytics	MS	2019 – 2024
New Product Development	MBA and MS	2017 – 2022
Marketing Management	MBA	2017
Marketing Research	MBA and MS	2017 – 2024
Statistical Analysis	MS	2016 – 2017
University of Maryland Robert H. Smith School of Business		
Structural Models	PhD	2015 – 2016
Pricing	MBA	2015 – 2016
Action Learning Project	MS Marketing Analytics	2014 – 2015
Marketing Research	MBA, MS, and Undergrad	2008 – 2015
Carnegie Mellon University Tepper Business School		
Marketing Principles	Undergraduate	2006

Publications

1. Sun, Jiong, Jinhong Xie, Tao Chen, Fei Li and Gao Wang, (2022), “Managing Reference-Group Effects in Sequential Product Upgrades”, *Production and Operations Management*, 31(2), 442–456.
2. Chen, Tao, Yu Hu, Mohammad Rahman and Jiong Sun, (2021), “The Effects of Sister-Store Presence and Market Competition on Product Assortment: Evidence from Book Retailing”, *Service Science*, 13.3 (2021): 155–171.
3. Wang, Jian, Yi Zhang and Tao Chen, (2012), “Unified Recommendation and Search in E-Commerce”, *Proceedings of the Eighth Asia Information Retrieval Symposium*, Tianjin, China, 2012, 296–305. Berlin: Springer.
4. Chen, Tao, Ajay Kalra and Baohong Sun, (2009), “Why Do Consumers Buy Extended Service Contracts?”, *Journal of Consumer Research*, 36 (December), 611–623.
5. Chen, Tao, Baohong Sun and Vishal Singh, (2009), “An Empirical Investigation of the Dynamic Effect of Marlboro’s Permanent Pricing Shift”, *Marketing Science*, 28(4), 740–758.

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”.

Media Exposure

- “Protection Racket”, *The Economist*, Nov 19, 2009, <https://economist.com/business/2009/11/19/protection-racket>.
- “Don’t Worry, Be Happy: The Warranty Psychology”, *New York Times*, Nov 6, 2009, <https://nytimes.com/2009/11/08/business/08every.html>.

- “Service Warranties and the Cost of Fun”, *New York Times*, Jun 16, 2009, <https://nytimes.com/2009/06/15/business/15drill.html>.
 - “Are Extended Warranties Worth Buying?”, *Wall Street Journal*, Jun 19, 2009, <https://wsj.com/articles/BL-WALETB-3824>.
 - “Are Extended Warranties Worth The Money?”, *CBS*, Aug 10, 2007, <https://cbsnews.com/news/are-extended-warranties-worth-the-money>.
 - “Shoppers buy extended warranties for products they love: study”, *Canadian Broadcasting Corporation (CBC) News*, Jun 16, 2009, <https://www.cbc.ca/news/shoppers-buy-extended-warranties-for-products-they-love-study-1.856602>.
 - “Extended Service Contracts: When And Why Do People Buy Them?”, *Science Daily*, Jun 15, 2009, <https://sciencedaily.com/releases/2009/06/090615171625.htm>.
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Honors and Awards

- Teaching Innovation Fund Award, JHU Carey Business School 2024–2025
 - Dean’s Award of Faculty Excellence, JHU Carey Business School 2018–2022
 - Center for Analytical Research in Technology Dissertation Award, Carnegie Mellon University 2006–2007
 - INFORMS Doctoral Consortium Fellow, Pittsburgh PA 2006
 - AMA-Sheth Doctoral Consortium Fellow, University of Connecticut 2005
 - William Larimer Mellon Fellowship 2001–2003
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Conference Presentations

- “Residential Mobility and Financial Decision Making”, *Chinese Marketing International Conference* Guangzhou, China (2020)
- “When Technology Products Meet Social Needs: Product Pricing, Design and Targeting”, *Marketing Academic Research Colloquium*, Washington DC (2014) and 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 Technofashion 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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Invited Talks

- Xi’an Jiao Tong University, China, 2015.
- EDMS Symposium, University of Maryland, 2010.
- University of Georgia, 2007.
- University of Iowa, 2007.
- Indiana University, 2007.
- Northeastern University, 2007.
- University of Texas at Dallas, 2007.
- University of Maryland, 2007.
- University of North Carolina, 2007.
- City University of New York, 2007.
- Purdue University, 2007.
- University of Toronto, 2007.

Services

Internal Service

- Member, Carey Faculty Advisory Council, JHU Carey Business School, 2023 – 2025.
- Member, Teaching and Learning Faculty Advisory Committee, JHU Carey Business School, 2023 – 2024.
- Member, Curriculum Subcommittee for Marketing, JHU Carey Business School, 2016 – 2024.
- Member, Faculty Recruiting Committee for Marketing, 2018 – 2020, 2022 – 2024.
- Faculty advisor for Pan Asian Career Association, JHU Carey Business School, 2018 – 2024.
- Faculty advisor for Carey Business Student Marketing Association, JHU Carey Business School, 2020 – 2024.
- Course Lead, Social Media Analytics, 2019 – 2024.
- Course Lead, New Product Development, 2018 – 2024.
- Course Lead, Marketing Research, 2017 – 2019.

External Service

- External Reviewer, *Research Grants Council of Hong Kong*, 2022 – 2024.
- Panelist, *ChatGPT seminar organized by the Hopkins Club for Innovation and Entrepreneurship*, 2023.
- Co-Organizer, *Business Venture Roadshow for Chiao Tung University Alumni Association in America Summit*, 2022.
- Judge, *Yes! Young Entrepreneurs Solutions!*, 2022.
- Committee Member, *Association for Computing Machinery Special Interest Group on Information Retrieval (ACM SIGIR) Workshop on Information Retrieval and Advertising*, 2009.