

Curriculum Vitae
(Last updated: Aug 18th, 2026)

Andrew Tat Tin Ching

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Major Fields of Concentration

Quantitative Marketing, Industrial Organization, Applied Econometrics, Economics and Marketing of the following industries: Pharmaceutical, Healthcare, Consumer Package Goods and Video Games

Education

<u>Degree</u>	<u>Field</u>	<u>Institution</u>	<u>Date(mm/yy)</u>
Ph.D.	Economics	University of Minnesota	09/00
M.A.	Economics	University of Minnesota	10/99
M.A.	Economics	University of British Columbia	11/94
B.Econ.	Economics	Australian National University	04/93

Current Positions:

08/2018 – Present Professor, Carey Business School, Johns Hopkins University
08/2018 – Present Professor, Department of Economics, Johns Hopkins University (joint appointment)
03/2019 – Present Professor, Department of Health, Behavior & Society, Bloomberg School of Public Health, Johns Hopkins University (joint appointment)
02/2019 – Present Core Faculty of Hopkins Business of Health Initiative, Johns Hopkins University
08/2024 – Present Faculty Affiliates of Technology and Society Initiative, Johns Hopkins University

Current and Past Leadership Roles at Johns Hopkins University:

11/2025 – Present Area Chair for Marketing
01/2020 – 06/2026 Co-founder and Research Director of Digital Business Development Initiative at Carey Business School, JHU
08/2024 – 08/2025 Member of Academic Board at Carey Business School, JHU
08/2019 – 08/2025 Director of Postdoctoral Fellow Program at Carey Business School, JHU
02/2019 – 08/2025 Member of Leadership Team of Hopkins Business of Health Initiative, JHU
07/2020 – 08/2022 Member of Management Council at Carey Business School, JHU

Courtesy status-only appointments outside Johns Hopkins University:

07/2019 – 08/2022 Professor of Marketing, Rotman School of Management, University of Toronto
11/2013 – Present Faculty Associate, Canadian Centre for Health Economics, University of Toronto

Previous Positions:

07/2016 – 06/2019 Professor of Marketing, Rotman School of Management, University of Toronto
06/2014 – 06/2019 Cross-appointed at Department of Economics, University of Toronto
07/2010 – 06/2016 Associate Professor of Marketing (with tenure), Rotman School of Management, University of Toronto
07/2004 – 06/2010 Assistant Professor of Marketing, Rotman School of Management, U of Toronto
09/2003 – 07/2004 Visiting Professor of Economics, Dept. of Economics, U of Wisconsin-Madison
07/2002 – 06/2003 Visiting Professor of Economics, Department of Economics, UCLA, Los Angeles
09/2000 – 09/2003 Assistant Professor of Economics, Department of Economics, Ohio State University

Short-term Visiting Positions:

1/1/25 – 8/31/25	Visiting Scholar, Department of Economics, Harvard University
5/22/25 – 6/21/25	Distinguished Visiting Professor, Chinese U of Hong Kong Business School
2/16/25 – 2/19/25	Distinguished Visiting Scholar, Faculty of Business Administration, U of Macau
12/18/19 – 1/17/20	Distinguished Visiting Professor, Chinese U of Hong Kong Business School
1/9/19 – 1/11/19	Distinguished Visiting Scholar, Peking U HSBC Business School, Shenzhen, China
1/15/18 – 1/27/18	Visiting Professor of Marketing, NUS Business School, National U of Singapore
7/1/17 – 6/30/18	Adjunct Professor of Marketing, HKUST Business School, HKUST, Hong Kong
7/3/16 – 7/8/16	Visiting Scholar, CUHK Business School, Chinese University of Hong Kong
9/2010 – 2/2011	Visiting Scholar, Department of Economics, Harvard University
9/2010 – 2/2011	Visiting Scholar, Research Department, Federal Reserve Bank of Boston
10/1/11 – 10/31/11	Visiting Associate Professor of Marketing, Johnson Sch of Mgt, Cornell University
6/13/05 – 6/18/05	Visiting Scholar, Federal Reserve Bank of Kansas City

Editorial Positions and Reviewing Activities

- Associate Editor for *Management Science*, 2014 - 2022.
- Topic Editor for *Journal of Risk and Financial Management*, Sep 2020-present.
- Guest Associate Editor for *Journal of Marketing Research*, 2010, 2011, 2021, 2022.
- Guest Associate Editor for *Marketing Science*, special issue of Marketing Science on Health, 2017-18 (handled three manuscripts).
- Guest Associate Editor for *Marketing Science*, special issue of Consumer Protection, 2017-18.
- Member of the Editorial Review Board of *Marketing Science*, 2014-2021.
- Member of the Editorial Review Board of *Journal of Marketing Research*, 2016-2026.
- Member of the Editorial Review Board of *International Journal of Research in Marketing*, August 2021-present.
- Member of the Editorial Review Board of *Review of Marketing Science*, 2018-present.
- Member of the Editorial Advisory Board of *International Journal of Pharmaceutical and Healthcare Marketing*, 2007-present.
- Reviewer for

Marketing, Management and Strategy Journals

Marketing Science, Journal of Marketing Research, Management Science, Quantitative Marketing and Economics, Journal of Consumer Research, Journal of Economics and Management Strategy, International Journal of Research in Marketing, Journal of Marketing, Research Policy, MSI Dissertation Proposal Competition, Princeton University Press

Economics, Econometrics, and Finance Journals

Econometrica, American Economic Review, Journal of Political Economy, AER: Insights, RAND Journal of Economics, Review of Economic Studies, International Economic Review, European Economic Review, International Journal of Industrial Organization, Journal of Industrial Economics, Journal of Public Economics, Economic Journal, Economic Theory, Journal of Economic Dynamics and Control, Review of Industrial Organization, China Economic Review, Health Economics, Economic Inquiry, Investigaciones Economicas, International Review of Law and Economics, Contemporary Economic Policy, The B.E. Journal of Economic Analysis and Policy, American Journal of Health Economics, Journal of Banking and Finance, Journal of Money, Credit and Banking, Financial Services Review, Journal of the American Statistical Association, Journal of Business and Economic Statistics, Journal of Econometrics, Journal of Applied Econometrics, Economic Journal, Journal of Economic Behavior and Organization, Quantitative Economics, AEJ-Micro, AEJ-Economic Policy, Review of Economics and Statistics

Research Grant Proposals

National Science Foundation, SSHRC, Hong Kong Research Grant Council, Canadian Research Chair Programs

Research Grant Panel

- Hong Kong Research Grant Council, Business Studies Panel, Nov 2020-present.
- Hong Kong Research Grant Council, Theme-based Research Scheme Panel, July 2021-present.
- Hong Kong Research Grant Council, Research Fellow Scheme Panel, Jan 2022-present.

External Evaluator for Faculty Promotion and Appointment (Assoc, Full, and Chair Professor):

- Yale University, Yale School of Management (2015)
- Johns Hopkins University, Carey Business School (2016)
- University of Colorado, Leeds School of Business (2016)
- University of Texas-Dallas, Naveen Jindal School of Management (2016)
- Georgia State U, Robinson College of Business (2015)
- University of Western Ontario, Department of Economics (2017)
- University of Minnesota, Carlson School of Management (2017)
- Cheung Kong Graduate School of Business, Beijing, China (2016)
- Florida State U, Department of Economics (2015)
- National University of Singapore, Department of Economics (2016)
- Shanghai University of Finance and Economics, Shanghai, China (2014, 2015)
- Tsinghua University, School of Economics and Management, Beijing, China (2016)
- Peking University, Guanghua School of Management, Beijing, China (2017, 2019)
- Lancaster University Management School (Chair in Marketing Analytics) (2018)
- University of Western Ontario, Econ Department (Tier II Canada Research Chair) (2018)
- National U of Singapore, NUS Business School, Singapore (2018)
- Hong Kong U of Science and Technology, HKUST Business School (Full Professor) (2018)
- KAIST, Graduate School of Management, Korea (2019)
- Chinese University of Hong Kong, CUHK Business School (2019)
- University of Macau (Vice Rector for Academic Affairs (Provost) and Chair Professor) (2019)
- Tsinghua University, School of Economics and Management, China (Full Professor) (2019)
- UT-Dallas, Jindal School of Management (2019 (Full Professor), 2023)
- Stony Brook University, Department of Economics (2019)
- University of Rochester, Simon School of Business (2019, 2024)
- University of Kentucky, Gatton College of Business and Economics (2019)
- Erasmus University, Rotterdam School of Management (2020)
- College of William and Mary (2020)
- Purdue University, Krannert School of Management (Full and Chair Professor) (2020, 2026)
- Cheung Kong Graduate School of Business, Beijing, China (2021)
- University of South Carolina, Darla Moore School of Business (2021)
- University of Albany, Department of Economics (2021)
- Nanyang Technological University, Nanyang Business School, Singapore (2021)
- Tsinghua University, School of Economics and Management (Full Professor) (2021, 2025)
- University of Minnesota, Carlson School of Management (2021)
- University of Hong Kong, HKU Business School (Full Professor) (2022)
- Seoul National University, SNU Business School (May 2022)
- McGill University, Department of Economics (July 2022)
- Purdue University, Krannert School of Management (2016, 2023, 2026)
- University of Iowa, Tippie College of Business (2023)
- Hong Kong Polytechnic University, Faculty of Business (2023)

- Cornell University, Johnson College of Business (2023, 2026)
- Zhejiang University, School of Economics (2024)
- University of California, Riverside (Full Professor) (2024)
- University of Illinois at Urbana-Champaign (2025)
- Georgia Tech (2025)
- Queen's University (Assistant Prof. contract renewal, 2025)
- Shanghai Jiao Tong University, Antai Business College of Econ & Management (2025).
- Peking U, Guanghua School of Management, Beijing, China (Full Professor) (2026)
- New York University, Stern School of Business (Full and Chair Professor) (2026)
- Purdue University, Daniel School of Business (Full and Permanent Chair Professor) (2026)
- UCLA Anderson School of Management (2026)

Major Services and Other Leadership Roles

- Chair of search committee for Full Professor of Marketing (2022-23, 2023-24)
- Chair of search committee for Assistant Professor of Marketing (2019-20, 2022-23)
- Member of search committee for Assistant Professor of Marketing (2024-25)
- Member of search committee for Offit Chair in Economics (2023-25)
- Member of Appointment, Promotions, and Tenure Committee (2024-25)
- Member of Academic Board, Carey Business School (2024-25)
- Member of Carey Faculty Advisory Council (2023-24)
- Member of the [Fannie Gaston-Johansson Faculty of Excellence Program](#) (FGJFEP) Selection Committee at the university level (2022-23, 2023-24)
- Member of Diversity Initiatives in Faculty Hiring Committee at Carey (2022-23)
- Member of search committee for Assistant, Associate, Full Professor of Marketing (2024-25)
- Member of search committee for Carey Distinguished Professor (Aug 2020-July 2021)
- Member of search committee for Assistant Professor of Economics (Sep 2021-July 2022)
- Member of Management Council at Johns Hopkins Carey Business School (Jul 2020-Aug 2022)
- Member of PhD Program Feasibility Study Special Committee (2021-2022)
- Chair of Promotion Committee for Practice-Track Faculty (2021-2022)
- Member of Task Force for Carey Diversity and Inclusion Road Map (Mar 2020-July 2021)
- Chair of search committee for Postdoc Fellow in Marketing (2018-2019)
- Member of MBA Program Reform Committee (2018-19)
- Reviewer of Black & Decker Research Fund, and Rustgi Family Fund (2018, 2020)
- Ph.D. Coordinator and chair of Ph.D. program committee for Marketing Area (2011-2017)
 - o During this period, Rotman Marketing Area's Ph.D. placements (tenure-track) include: New York U Stern of Business, London Business School, U of Rochester, Queen's U, Penn State U-Erie, U of Houston, U of New South Wales, U of Technology-Sydney, City U of Hong Kong, U of Groningen
- Chair of Ph.D. program committee for Rotman School of Management (2016-2017)
- Member of Ph.D. program committee for Rotman School of Management (2011-2017)
- Member of junior faculty recruiting committee (2007-2008, 2013-2014, 2016-2017)
- Member of search committee for the chair of Graduate Department of Management (2014-2016)
- Member of tenure promotion committee (2014-2016)
- Member of tenure promotion reading committee (2013-2015)
- Member of full-professor promotion reading committee (2016-2017)
- Member of third-year review reading committee for junior faculty (2010-2011, 2013-2014)
- Canadian coordinator for the Chinese Economic Association in North America (2009-2011)

Organizing Conferences

- Co-organizer of the 3rd FTC Marketing and Public Policy Conference, DC, Mar 19-20, 2026
- Co-organizer of Johns Hopkins Conference on Health Care Market, 2019, 2023, 2025
- Co-organizer of two special sessions in Marketing Science Conference, June 12-15, 2025
- Co-organizer of two special sessions in Marketing Science Conference, June 27-29, 2024
- Co-organizer of two special sessions in Marketing Science Conference, June 8-10, 2023
- Co-organizer of three special sessions in Marketing Science Conference, June 16-18, 2022 (two sessions on digital business/economy, and one session on healthcare decisions)
- Co-organizer of Digital Business Development Conference, June 23, 2020
- Co-chair of an invited session on Healthcare Marketing in China Marketing International Conference, July 22-25, 2019
- Co-chair of an invited session in Marketing Science Conference, June 2017
- Co-chair of the workshop, “Incorporating Behavioral Insights into Structural Models of Consumers and Firms,” in the 10th Invitational Choice Symposium, May 2016
- Co-chair of an invited session in Marketing Science Conference, June 2015
- Co-organizer of Annual Health Econometrics Workshop, University of Toronto, Sep 2014
- Program selection committee, Quantitative Marketing and Economics Conference, Sep 2013
- Chair and co-chair of two invited sessions in Marketing Science Conference, June 2012
- Co-chair of the workshop, “Understanding Choice Behavior when Agents Interact with Each Other,” in the 8th Invitational Choice Symposium, Ocean Reef Club, Florida, May 2010
- Co-organizer of BCRST Marketing Conference, Rotman School of Management, May 2006

Published Articles

36. “Are Exposure Bucks Worth It? Evidence from Instagram” (with Daniel Goetz), conditionally accepted at *Journal of Marketing Research*.
35. “Estimating Position and Social Influence Effects in Online Search” (with Ata Jameei Osgouei, Brian Ratchford and Shervin S. Tehrani), *Marketing Science*, vol.45(1), pp.203-233, 2026.
34. “Integrating Neuro-psychological Habit Research into Consumer Choice Models,” (with R. Webb, J. Fong, P. Landry, J. Levine, A.S. Wellsjo, O. Natan, A. Mazar, C. Zhao, P. Lally, S. de Wit, J. O’Doherty, R. Thomadsen, M. Osborne, M. Bouton, W. Wood, C. Camerer) *International Journal of Research in Marketing*, vol.43(2), pp.514-536, 2026.
33. “Heterogeneous Complementarity and Team Design: The Case of Real Estate Agents” (with Yan Xu, Junhong Chu, Mandy Hu), *Marketing Science*, vol.44(3), pp. 626-654, 2025.
32. “Does Bad Medical News Reduce Preferences for Generic Drugs?” (with Manuel Hermosilla), *Journal of Marketing*, vol.88(1), pp.160-178, 2024 (a special issue of Marketing in the Health Care Sector).
31. “Consumption Responses to an Unpopular Policy: Evidence from a Short-lived Soda Tax” (with Daniel Goetz), *Marketing Science*, vol.43(6), pp.1204-1225, 2024. [INFORMS Press Release](#). [JHU HUB](#).
30. “A Heuristic Approach to Explore: Value of Perfect Information” (with Shervin Shahrokhi Tehrani), *Management Science*, vol.70(5), pp.3200-3224, 2024.
29. “How Does a Firm Adapt in a Changing World? The Case of Prosper Marketplace” (with Xinlong Li), *Marketing Science*, vol.43(3), pp.673-693, 2024.
28. “Quantifying the Zero-Price Effect in the Field: Evidence from Swedish Prescription Drug Choices” (with David Granlund and David Sundström) *Journal of the Association for Consumer Research*, vol.7(2), pp.175-185, 2022 (a special issue on *Healthcare and Medical Decision Making*).

27. “Complementarity of Information Products” (with Ignatius Horstmann, Hyunwoo Lim), *Review of Marketing Science*, vol.19(1), pp.1-32, 2021. [lead article]
26. “Identification and Estimation of Forward-looking Behavior: The Case of Consumer Stockpiling,” (with Matthew Osborne) *Marketing Science*, vol.39(4), pp.707-726, 2020. Chosen for INFORMS press release. Finalist of 2020 John Little Award.
25. “A Structural Model of Correlated Learning and Late-mover Advantages: The Case of Statins,” (with Hyunwoo Lim), *Management Science*, vol.66(3), pp.1095-1123, 2020.
24. “How Much Do Consumers Know about the Quality of Products? Evidence from the Diaper Market” (with Tülin Erdem and Michael Keane), *Japanese Economic Review*, vol.71(4), pp. 541-569, 2020.
23. “Structural Models in the Prescription Drug Market,” (with Manuel Hermosilla and Qiang Liu), *Foundations and Trends® in Marketing*, vol.13(1), pp.1-76, 2019. <https://ssrn.com/abstract=3348196>
22. “Dynamic Demand for New and Used Durable Goods without Physical Depreciation: The Case of Japanese Video Games,” (with Masakazu Ishihara), *Marketing Science*, vol.38(3), pp.392-416, 2019.
21. “Identification of Dynamic Models of Rewards Programme,” (with Masakazu Ishihara) *Japanese Economic Review*, vol.69(3), pp. 306-323, September 2018 (a special issue on *Bridging Marketing and Economics*, edited by Susumu Imai and Yuka Ohno). One of the most downloaded articles published in this journal in 2017-2018.
20. “Demographic and indication-specific characteristics have limited association with social network engagement: evidence from four healthcare support groups” (with Trevor van Mierlo, Xinlong Li and Doug Hyatt) *Journal of Medical Internet Research*, vol.19(2): e40, 2017. (Impact Factor 2016: 5.175)
19. “The Effects of Publicity on Demand: The Case of Anti-cholesterol Drugs” (with Robert Clark, Ignatius Horstmann and Hyunwoo Lim), *Marketing Science*, vol.35(1), pp.158-181, 2016.
18. “Employing the Gini Coefficient to Measure Participation Inequality in Treatment-focused Digital Health Social Networks” (with Trevor van Mierlo and Doug Hyatt), *Network Modeling Analysis in Health Informatics and Bioinformatics (NetMAHIB)*, vol.5:32, 2016. (Journal’s Google h5 index 2016:10)
17. “Behavioral Economics, Wearable Devices, and Cooperative Games: Results from a Population-Based Intervention to Increase Physical Activity,” (with Trevor van Mierlo, Doug Hyatt, Rachel Fournier, Ron S. Dembo), *JMIR Serious Games*, vol.4(1): e1, 2016. (Projected Impact Factor 2016: 3.82)
16. “Quantifying the Impacts of Limited Supply: The Case of Nursing Homes,” (with Fumiko Hayashi and Hui Wang), *International Economic Review*, vol.56(4), pp.1291-1322, 2015.
15. “Mapping Power Law Distributions in Digital Health Social Networks: Methods, Interpretations, and Practical Implications,” (with Trevor van Mierlo and Doug Hyatt), *Journal of Medical Internet Research*, vol.17(6): e160, 2015. (Journal’s Impact Factor 2015: 4.532)
14. “A Simple Method to Estimate the Roles of Learning, Inventory and Category Consideration in Consumer Choice,” (with Tülin Erdem and Michael Keane), *Journal of Choice Modelling*, vol.13, pp.60-72, 2014.
13. “Dynamics of Consumer Adoption of Financial Innovation: The Case of ATM Cards,” (with Botao Yang), *Management Science*, vol.60(4), pp.903-922, 2014.

12. “Learning Models: An Assessment of Progress, Challenges and New Developments,” (with Tülin Erdem, Michael Keane), *Marketing Science*, vol.32(6), pp.913-938, 2013.
11. “A Practitioner’s Guide to Bayesian Estimation of Discrete Choice Dynamic Programming Models,” (with Susumu Imai, Masakazu Ishihara and Neelam Jain), *Quantitative Marketing and Economics*, vol.10(2), pp.151-196, 2012. [lead article]
10. “Measuring the Informative and Persuasive Roles of Detailing on Prescribing Decisions,” (with Masakazu Ishihara), *Management Science*, vol.58(7), pp.1374-1387, 2012.
9. “A Dynamic Oligopoly Structural Model for the Prescription Drug Market After Patent Expiration,” *International Economic Review*, vol.51(4), pp.1175-1207, 2010. A winner of Young Economist Award sponsored by the European Economic Association.
8. “Consumer Learning and Heterogeneity: Dynamics of Demand for Prescription Drugs After Patent Expiration,” *International Journal of Industrial Organization*, vol.28(6), pp.619-638, 2010. One of the Most Cited Articles published in this journal since 2009 & 2010 (based on a 5-year window).
7. “The Effects of Detailing on Prescribing Decisions under Quality Uncertainty,” (with Masakazu Ishihara) *Quantitative Marketing and Economics*, vol.8(2), pp.123-165, 2010. [lead article] Honorable Mention of the 2011 Dick Wittink Prize.
6. “Payment Card Rewards Programs and Consumer Payment Choice,” (with Fumiko Hayashi), *Journal of Banking and Finance*, vol.34(8), pp.1773-1787, 2010.
- 5a. “Bayesian Estimation of Dynamic Discrete Choice Models,” (with Susumu Imai and Neelam Jain) *Econometrica*, vol.77(6), pp.1865-1899, 2009.
- 5b. “Supplement to ‘Bayesian Estimation of Dynamic Discrete Choice Models’,” (with Susumu Imai and Neelam Jain) *Econometrica*, vol.77(6), Supplementary Material, 65 pages, November 2009, published at: <https://www.econometricsociety.org/publications/econometrica/browse/supplemental-materials/issue-supplemental-materials/2009/11>
(It contains proofs of theorems and results of Monte Carlo experiments.)
4. “The Price Consideration Model of Brand Choice,” (with Tülin Erdem, Michael Keane), *Journal of Applied Econometrics*, vol.24(3), pp.393-420, 2009 (a special issue on *New Econometric Models in Marketing* edited by P. Chintagunta, P.H. Franses and R. Paap).
3. “Challenges to Evidence-Based Prescribing in Clinical Practice,” (with Muhammad Mamdani, Brian Golden, Magda Melo and Ulrich Menzefricke) *The Annals of Pharmacotherapy*, vol.42(5), pp.704-707, 2008.
2. “Recent Advances in Structural Econometric Modeling: Dynamic, Product Positioning, and Entry,” (with J.-P. Dube, K. Sudhir, G. Crawford, M. Draganska, J. Fox, W. Hartmann, G. Hitsch, B. Viard, M. Villas-Boas, and N. Vilcassim), *Marketing Letters*, vol.16(3), pp.209-224, 2005.
1. “Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry,” (with P. Manchanda, D. Wittink, P. Cleanthous, M. Ding, X.J. Dong, P. Leeftang, S. Misra, N. Mizik, S. Narayanan, T. Steenburgh, J.E. Wieringa, M. Wosinska, Y. Xie), *Marketing Letters*, vol.16(3), pp.293-308, 2005.

Conference Proceedings

37. “Wearables, Gamified Group Challenges and Behavioral Incentives: A Preliminary Study of an Engagement Program to Increase Physical Activity,” (with Trevor van Mierlo, Doug Hyatt, Rachel Fournier, Ron S. Dembo), *Iproceedings*, vol.1(1): e1, 2015.
38. “A Dynamic Oligopoly Structural Model for the Prescription Drug Market After Patent Expiration,” in *Proceedings of the 2002 North American Summer Meetings of Econometric Society: Empirical Industrial Organization*, edited by David Levine, William Zame and Steve Berry, <http://www.dklevine.com/proceedings/empirical-industrial-organization.htm>.
39. “Bayesian Estimation of Dynamic Discrete Choice Models,” (with Susumu Imai and Neelam Jain) in *Proceedings of the 2002 North American Summer Meetings of Econometric Society: Applied Econometrics*, edited by David Levine, William Zame, Werner Ploberger, John Rust and Ken Wolpin, <http://www.dklevine.com/proceedings/applied-econometrics.htm>.

Book Chapter

40. “Empirical Models of Learning Dynamics: A Survey of Recent Developments,” (with Tülin Erdem and Michael Keane) Chapter 8 in *Handbook of Marketing Decision Models* (New Edition), Berend Wierenga and Ralf van der Lans (eds.), Springer, pp.223-257, 2017.
41. “Marketing Management When Facing Forward-Looking Consumers,” in David Soberman and Dilip Soman, eds., *FLUX: What Marketing Managers Need to Navigate the New Environment*, (University of Toronto Press), pp.132-147, 2012.

Papers under review

42. “Goodbye My Friends and Goodbye My Career: Evidence from the Movie Industry” (with Xinlong Li), invited for minor revision at *Management Science*.
43. “Consumer Valuation of Network Convenience: Evidence from the Banking Industry” (with Hui Wang & Xinyu Zhao), invited major r&r at *Journal of Money, Credit and Banking*.
44. “Corporate Philanthropy and Market Presence: The Case of Walmart’s Charitable Giving” (with Strahil Lepoev and Mitsukuni Nishida), invited r&r at *Journal of Business Ethics*.

Working papers

45. “Consumer Responses to ‘Favorite’ Product Removal: Evidence from Beverage Vending Machines” (with Kohei Kawaguchi, Jia Liu and Yi Zhang).
46. “AI Summaries Overrepresent Fake Reviews: Evidence from Amazon” (with Sihan Zhai)
47. “Does Brand Equity Affect Perceived Drug Safety?” (with Manuel Hermosilla and Hanu Tyagi)
48. “Note on Identification of Forward-looking Stockpiling Models,” (with Matthew Osborne and Sihan Zhai)
49. “Some Observations in the U.S. Prescription Drug Market After Patent Expiration.”

Work in progress

- “Learning about Products Based on Own and Others’ Consumption Experiences: The Case of Prescription Drugs in Sweden” (with David Granlund and David Sundström).
- “The Impact of Physician Payments from Pharma on Prescribing Behavior” (with Daniel Chen, Matthew Gentry, and Elissa Philip)

“From Risk Appraisal to Action: A Segmented Framework for Antimicrobial Resistance Communication” (with Fangyuan Chen, Fang-Chi Lu, Leonard Lee, Jill Lei, Anish Nagpal)

“How Do People Update Beliefs? Evidence from the Laboratory” (with Tanjim Hossain, Shervin S. Tehrani, Clarice Zhao)

“Uncovering Consumer Decision Rules under Complex Dynamic Environments: The Case of Coalition Loyalty Programs,” (with Masakazu Ishihara).

“Bayesian Estimation of Finite Horizon Discrete Choice Dynamic Programming Models,” (with Masakazu Ishihara).

“Understanding the Formation of Consumer Forward-Looking Behavior” (with Matthew Osborne)

“Dynamic Equilibrium for New and Used Durable Goods without Physical Depreciation,” (with Matthew Osborne and Masakazu Ishihara).

Honors, Awards and Recognitions

2026	Keynote Speaker at Conference on Health, Risk and Decision-Making, HKU Bus. School
2026-Present	Member of the Academy of Public Health
2025	Keynote Speaker at Workshop on Industrial Economics, CUHK, Economics Department
2020, 2025	Distinguished Visiting Professor, Chinese University of Hong Kong Business School
2025	Distinguished Visiting Scholar in Business Administration, University of Macau
2025	Keynote Speaker at the 3rd Asia-Pacific Marketing Academy Annual Conference
2024	Keynote Speaker at China Marketing International Conference, Zhengzhou, China
2024	Plenary Speaker at China India Insights Conference, Yale SOM and HKU Bus. School
2024	Distinguished Speaker in Marketing, Ivy College of Business, Iowa State University
2023	Keynote Speaker for Uniqueness of Healthcare & Life Sciences Marketing Conference
2021	Finalist, John Little Award for the best marketing paper in INFORMS journals in 2020
2021	Distinguished Speaker, Fox School of Business, Temple University
2020-2023	Dean’s Award for Faculty Excellence (Due to change in university policy, this recognition is no longer awarded since 2024)
2019	Distinguished Visiting Scholar, Peking U HSBC Business School, Shenzhen, China
2019	Excellence in Refereeing Award in 2018, <i>American Economic Review</i> .
2019	“Identification of Dynamic Models of Rewards Programme,” one of the most downloaded articles published in <i>Japanese Economic Review</i> in 2017-2018.
2018	Excellence in Teaching Award for RSM 456 Big Data and Marketing Analytics
2017	Excellence in Refereeing Award in 2016, <i>American Economic Review</i> .
2015	SSHRC Insight Grant Proposal, “Understanding the interaction between new and used goods: the case of video games,” <u>ranked 1st out of 85 proposals</u> in the Business, Management and Related Fields 1 Committee (435-3A).
2015	Excellence in Reviewing, <i>International Journal of Industrial Organization</i> .
2014, 2015	“Consumer Learning and Heterogeneity: Dynamics of Demand for Prescription Drugs After Patent Expiration” is one of the Most Cited Articles published in <i>International Journal of Industrial Organization</i> since 2009 and since 2010 (based on a five-year window).
2012	Excellence in Teaching Award for RSM2513 (MBA).

- 2011 Honorable Mention of Dick Wittink Prize Award for the paper, “The Effects of Detailing on Prescribing Decisions under Quality Uncertainty” (with Masakazu Ishihara).
- 2003 Young Economist Award (sponsored by the European Economic Association) for the paper, “A Dynamic Oligopoly Structural Model for the Prescription Drug Market after Patent Expiration”.
- 1998-2000 Heller Fellowship, University of Minnesota.
- 1994-1995 Graduate School Fellowship, University of Minnesota.
- 1993-1994 Tina and Morris Fellowship, University of British Columbia, Canada.
- 1991-1992 Summer Vacation Scholarship, Australian National University, Australia.

Research Grants

- 2026 Hopkins Bus. of Health Pilot Grant of \$24,867 (with E. Gentry, M. Gentry and D. Chen)
- 2025-2030 SSHRC Insight Grant of \$144,745 (with Tanjim Hossain (PI), Clarice Zhao)
“Belief Updating Dynamics: Information Aggregation and Information Acquisition”
- 2021 Hopkins Bus. of Health Pilot Grant in the amount of \$14,600 (with Manuel Hermosilla)
- 2021-2024 Carey Business School Supplemental Research Grant of \$3,000 per year
- 2020 Carey Business School Supplemental Research Grant of \$5,000 (with Mitsukuni Nishida)
- 2018-2024 SSHRC Insight Grant in the amount of \$66,209, (I am a co-investigator)
“An Empirical Investigation of Digital Goods Consumption and Its Impact on Word-of-Mouth Marketing” with Yu Ma (principal investigator)
- 2016-2020 Jan Wallander and Tom Hedelius Foundation and the Tore Browaldhs Foundation Grant in the amount of SEK1,500,000 (I am a co-investigator)
“Within- and Across-consumer Learning and Structural State Dependence” with David Granlund (principal investigator) and David Sundström (co-investigator)
- 2015-2020 SSHRC Insight Grant in the amount of \$133,505, (I am the principal investigator)
“Understanding the interaction between new and used goods: the case of video games” with Masakazu Ishihara and Matthew Osborne (co-investigators)
- 2015-2020 SSHRC Insight Grant in the amount of \$105,614, (I am the co-investigator)
“Understanding the Formation of Consumer Forward-Looking Behavior, and its Implications for Business Strategy and Public Policy” with Matthew Osborne (principal investigator)
- 2015 Michael Lee-Chin Institute of Corporate Citizenship Research Grant (\$11,400).
“The Role of Corporate Social Responsibility Activities in Retail Chain Expansion: Evidence from Walmart” (with Jinghui Qian)
- 2014 Wharton Customer Analytics Initiative, Using a Flexible Cross-Category Consideration Model to Identify Unobserved Projects: Commercial Customers vs. End-Use Consumers (with Matthew Osborne)
- 2013 Wharton Customer Analytics Initiative, Analysis of Coalition Loyalty Program (with Masakazu Ishihara)

Michael Lee-Chin Institute for Corporate Citizenship Research Grant (\$11,990).
“Using Coalition Loyalty Programs to Encourage Social Change” (with Masakazu Ishihara)
- 2010 AIC Institute of Corporate Citizenship Research Grant in the amount of \$12,200.
“Measuring the Informative and Bribery Roles of Detailing: Are Pharmaceutical Companies Exercising Corporate Citizenship?” (with Masakazu Ishihara)

- 2010 AIC Institute of Corporate Citizenship Research Grant in the amount of \$10,500.
“Might Pharmaceutical Companies Use Publicity to Skirt Advertising Regulations? The Case of Anti-Cholesterol Drugs in Canada” (with Ig Horstmann, Robert Clark and Hyunwoo Lim)
- 2009 AIC Institute of Corporate Citizenship Research Grant in the amount of \$11,000.
“Excess Demand and Corporate Citizenship: The Case of Nursing Homes” (with Fumiko Hayashi)
- 2007-2011 SSHRC Research Grant in the amount of \$91,000, Principal Investigator.
“Structural Modeling of Marketing Mix in the Motion Picture Industry” (with Co-investigators: Sridhar Moorthy and Susumu Imai)
- 2006-2008 Connaught New Staff Matching Grants in the amount of \$45,000, U of Toronto
“The Effects of Detailing on Prescribing Decisions under Quality Uncertainty”
- 2004-2005 Connaught Start-up Grants in the amount of \$20,000, University of Toronto
“The Price Consideration Model of Brand Choice”
- 2001-2002 Seed Grant Award in the amount of \$19,071, The Ohio State University.

Invited short courses and guest lectures at Ph.D. level

- Sep 26, 2008 Yale School of Management, Yale University
- Nov 10, 2010 Reading Group in Marketing, Harvard Business School
- Dec 10, 2010 School of Economics and Management, Tilburg University
- Feb 9 & 23, 2011 Department of Economics, Harvard University
- June 2-3, 2011 Marshall School of Business, University of Southern California
- June 5, 2011 Advanced Research Techniques (ART) Forum
- Oct 11-13, 2011 Johnson Graduate School of Management, Cornell University
- November 2, 2012 Ross School of Business, University of Michigan
- Feb 25, 2014 Carlson School of Management, University of Minnesota
- July 12, 2016 CUHK Business School, Chinese University of Hong Kong
- Jan 15-19, 2018 National U of Singapore Business School
- Jan, 2020 CUHK Business School, Chinese University of Hong Kong
- Dec 13-19, 2022 Australian Summer School in Dynamic Structural Econometrics
- May, 2025 CUHK Business School, Chinese University of Hong Kong
- Dec 8-13, 2025 Econometric Society Winter School in Dynamic Structural Econometrics, HKU

Consulting (Expert Witness)

- 2008-2011 Sanofi-Aventis Canada Inc. vs. Apotex Inc, Ramipril
- 2012 Merck & Co. Inc. et al. vs. Apotex Inc et al., Lovastatin
- 2013 I-Med Pharma Inc. vs. Biomatrix Inc, Genzyme Corp., Genzyme Biosurgery, Hylashield
- 2013 Eli Lilly & Co. and Eli Lilly Canada Inc. vs. Apotex Inc., Cefaclor
- 2013-14 Apotex Inc. vs. GlaxoSmithKline Inc., Valacyclovir
- 2015-16 JT International SA vs. British American Tobacco Mexico S.A., Camel
- 2015-16 Pfizer Canada Inc, Warner Lambert Co. and Pfizer Inc. vs. Apotex Inc., Atorvastatin
- 2022-23 Apotex Inc. vs. Janssen Inc. et al., Abiraterone

Public Service Reports

Brief of Economists as *AMICI CURIAE* in support of petitioner in the case of Students for Fair Admission, Inc. vs. President and Fellows of Harvard College, and Students for Fair Admission, Inc. vs. University of North Carolina (UNC), et al., Supreme Court of the United States, May 9, 2022 (with Michael Keane, Jeffrey Campbell, Hanming Fang, Christopher Flinn, Eric French, Stefan Hoderlein, Yingyao Hu, Joseph Kaboski). Related to discrimination against Asian Americans in Harvard and UNC admissions process.

Conferences Contributions and Invited Seminar Presentations

2000

Seminars

Yale University, University of Pennsylvania, University of Michigan, UC-San Diego, Duke University, University of Toronto, University of Arizona, Ohio State University, Rutgers University, Georgetown University, ITAM, Hong Kong University of Science and Technology, Chinese U of Hong Kong

Conferences

The 8th World Congress of the Econometric Society, August 2000

Conference on the Econometrics of Strategy and Decision Making, Yale University, May 2000

2001

University of Illinois Urbana – Champaign, Economics Department

Penn State University, Economics Department

Conference on Numerically Intensive Economic Policy Analysis, Queen's University, May 2001

Society of Economic Dynamics Meeting, Stockholm, June 2001

The Bayesian Applications and Methods in Marketing Conference, OSU, November 2001

Mid-West Econometrics Group Meeting, Kansas City, October 2001

2002

University of Minnesota, Economics Department

Conference on Estimation of Dynamic Demand Model, Cowles Foundation at Yale U., November 2002

Mid-West Econometrics Group Meeting, Ohio State University, October 2002

Society of Economic Dynamics Meeting, NYU, June 2002

2003

University of Minnesota, Carlson School of Management

University of Toronto, Rotman School of Management

UCLA, Economics Department

University of Western Ontario, Economics Department

Society of Economic Dynamics Meeting, Paris, June 2003

International Industrial Organization Conference, Boston, April, 2003

2004

Competition Bureau Canada

19th Annual Congress of the European Economic Association, August 2004

59th European Meeting of the Econometric Society, August 2004

The 6th CU-Boulder Invitational Choice Symposium, June 2004

2005

University of Hong Kong, School of Economics and Finance

3rd Summer Institute of Competitive Strategy, June 2005

Marketing Science Conference, Emory University, June 2005

BCRST Conference, Syracuse University, May 2005

2006

Seminar on Bayesian Inference in Econometrics and Statistics, U of Iowa, April 2006
 Marketing Science Conference, Pittsburgh, June 2006
 University of Michigan, Economics Department
 Quantitative Marketing and Economics Conference, Stanford GSB, October 2006
 Marketing Dynamics Conference, UCLA, August 2006

2007

Conference on the Economics of Payment Systems, Telecom Paris, France, October 2007
 Quantitative Marketing and Economics Conference, Chicago, October 2007 (Invited Discussant)
 Conference on Dynamic Models of Industry Evolution, Rotman School of Management, May 2007
 International Industrial Organization Conference, April 2007
 Frank Bass Conference, University of Texas, Dallas, March 2007

2008

University of Minnesota, Economics Department
 Queen's University, Economics Department
 Research Conference on Payment Systems, Norges Bank, Norway, November, 2008
 INFORMS Marketing Science Conference, Vancouver, BC, Canada, June 2008
 ISMS Doctoral Consortium, Vancouver, BC, Canada, June 2008
 The Marketing Conference, University of Texas, Dallas, March 2008

2009

UCLA, Marketing Camp
 Washington University-St. Louis
 Bank of Canada, Currency Department
 University of Groningen
 Hong Kong University of Science and Technology
 North American Winter Meetings of Econometric Society, San Francisco, January 2009
 American Economics Association Annual Meetings, San Francisco, January 2009
 Seminar on Bayesian Inference in Econometrics and Statistics, Washington U-St. Louis, May 2009
 INFORMS Marketing Science Conference, University of Michigan, Ann Arbor, June 2009
 ISMS Doctoral Consortium, University of Michigan, Ann Arbor, June 2009
 Research Forum on Marketing, Shanghai University of Finance and Economics, June 2009
 Marketing Dynamics Conference, NYU, August 2009
 Quantitative Marketing and Economics Conference, Chicago GSB, October 2009

2010

North American Winter Meetings of Econometric Society, Atlanta, January 2010
 The Ohio State University, Fisher College of Business and Department of Statistics, January 2010
 NYU, Stern School of Business, Marketing, April 2010
 Department of Commerce, Bureau of Economic Analysis, Washington DC, May 2010
 The 8th Invitational Choice Symposium, Key Largos, FL, May 2010
 11th CEPR Conference on Applied Industrial Organization, Toulouse, France, May 2010
 ZEW Conference on Platform Markets, Mannheim, Germany, June 2010
 Cowles Foundation Annual Structural Microeconomics Summer Conference, Yale U, June 2010
 Federal Reserve Bank of Boston, September 2010
 Annual Health Economics Conference, October 2010 (Invited Discussant)
 Quantitative Marketing and Economics Conference, October 2010 (Invited Discussant)
 Harvard University, Research in Industrial Organization Workshop, October 2010
 The Ohio State University, Department of Economics, October 2010

University of Zurich, Department of Economics, October 2010

George Mason University, ICES, November 2010

Tilburg University, Joint Economics and Marketing Seminar, December 2010

2011

University of Connecticut, School of Business, February 2011

NBER Productivity Lunch Seminar, February 2011

University of Mannheim, Department of Economics, March 2011

SEEK Kick-off Conference, Mannheim, March 2011

Marketing-Industrial Organization Conference, Yale Club, New York, April 2011

University of Southern California, Marshall School of Business, June 2011

Advanced Research Technique (ART) Forum, Spring Desert, CA, June 2011

University of Minnesota, Department of Economics, September 2011

Annual Health Econometrics Workshop, University of Minnesota, September 2011

Cornell University, Johnson School of Management, October 2011

University of Guelph, Department of Economics, October 2011

University of Hong Kong, School of Economics and Finance, November 2011

Shanghai University of Finance and Economics, November 2011

Fudan University, School of Economics and School of Management, November 2011

2012

Duke University, Department of Economics, April 2012

International Industrial Organization Conference, April 2012

13th CEPR Conference on Applied Industrial Organization, Cyprus, May 2012

INFORMS Marketing Science Conference, Boston, USA, June 2012

Hong Kong Polytech University, August 2012

Annual Health Econometrics Workshop, New York, September 2012

University of Texas-Arlington, Department of Economics, October 2012

Quantitative Marketing and Economics Conference, October 2012 (Invited Discussant)

Federal Trade Commission, Annual Microeconomics Conference, November 2012

2013

University of Texas-Dallas, Jindal School of Management, Feb 2013

Purdue University, Krannert School of Management, March 2013

University of California-Davis, Graduate School of Management, May 2013

14th CEPR Conference on Applied Industrial Organization, Italy, May 2013 (Invited Discussant)

9th Invitational Choice Symposium, June 2013

Conference in Structural Microeconomics, Cowles Foundation, Yale University, June 2013

Summer Institute of Competitive Strategy, UC-Berkeley, June 2013

Bayesian Methods in Microeconomic Modeling Conference, Caltech, Sep 2013

University of Guleph, College of Management and Economics, Sep 2013

Annual Health Econometrics Workshop, UNC at Chapel Hill, Oct 2013 (Invited Discussant)

Federal Trade Commission, Annual Microeconomics Conference, Nov 2013

University of Minnesota, Carlson School of Management, Nov 2013

University of Toronto, Canadian Centre for Health Economics, Dec 2013

2014

National University of Singapore, NUS Business School, Jan 2014

Chinese University of Hong Kong, CUHK Business School, Jan 2014

John Hopkins University, Department of Economics, Feb 2014

Florida State University, Department of Economics, March 2014

Indiana University, Kelley School of Business, April 2014

University of Southern California, Department of Economics, May 2014

University of British Columbia, Sauder School of Business, June 2014

North American Summer Meetings of Econometric Society, Minneapolis, June 2014

Annual Health Econometrics Workshop, U of Toronto, Sep 2014 (Invited Discussant)

McMaster University, Department of Economics, Oct 2014

2015

University of Tokyo, Japan, Jan 2015

Keio University, Japan, Jan 2015

Frank Bass Marketing Conference, University of Texas, Dallas, Feb 2015

Marketing-Industrial Organization Conference, New York, April 2015

Canadian Health Economics Study Group Meeting, May 2015

13th ZEW Conference on the Economics of Information and Communication Technologies, June 2015
(presentation given by coauthor)

Empirical and Theoretical Symposium on Marketing Strategy, Toronto, June 2015 (invited discussant)

Marketing Science Conference, Baltimore, June 2015

Fudan University, Global Center for Big Data and Mobile Analytics, Shanghai, China, June 2015

Summer Institute of Competitive Strategy, UC-Berkeley, July 2015 (presented by coauthor)

Stanford Institute of Theoretical Economics, Summer Workshop, July 2015 (presented by coauthor)

World Congress Econometric Society Meeting, Montreal, August 2015

First Annual McGill International Conference on Marketing, Montreal, August 2015 (invited discussant)

Empirical Microeconomics Workshop, University of Calgary, August 2015

Quantitative Marketing and Economics Conference, October 2015 (Invited Discussant)

Cheung Kong Graduate School of Business, Beijing, China, Nov 2015

Fudan University, School of Management, Shanghai, China, Nov 2015

Bank of Canada Annual Conference on Electronic Money and Payments, Nov 2015 (Invited Discussant)

Annual Health Econometrics Workshop, U of Hawaii, Dec 2015 (presented by coauthor)

Marketing Research Camp, Hong Kong University of Science and Technology, Hong Kong, Dec 2015

2016

Stanford University, Graduate School of Business, Feb 2016

Emory University, Goizueta Business School, March 2016

Penn State University, Department of Economics, April 2016

10th Invitational Choice Symposium, Lake Louise, May 2016, Co-chairing the workshop,
“Incorporating Behavioral Insights into Structural Models of Consumers and Firms”

Marketing Science Doctoral Consortium, Invited Speaker, Shanghai, China, June 2016

Erasmus University, Rotterdam School of Management, June 2016

Workshop on Physician Prescription Behavior, Toulouse School of Economics, June 2016

Workshop on Industrial Organization and Management Strategy, HKUST, Hong Kong, June 2016

Chinese University of Hong Kong, Department of Marketing, July 2016

Behavioral Industrial Organization and Marketing Symposium, U of Michigan, Aug 2016 (presented by coauthor)

Peking University, Guanghua School of Management, Sep 2016

Western University, Department of Economics, Oct 2016

Quantitative Marketing and Economics Conference, October 2016 (Invited Discussant)

Marketing Science Conference on Health, November 2016 (Invited Discussant)

University of Hong Kong, School of Economics and Finance, November 2016

Fudan University, School of Management, Shanghai, China, November 2016

2017

Purdue University, Krannert School of Management, March 2017

McGill University, Department of Economics & Desautels Faculty of Management, March 2017
 Frank Bass Marketing Conference, University of Texas-Dallas, March 2017 (presented by coauthor)
 Boston University, Questrom School of Business, April 2017
 Carnegie Mellon University, Tepper School of Business, April 2017
 Vanderbilt University, Owen Graduate School of Management, May 2017
 The 1st Beihang University Institute of Economics & Business Forum, *Keynote Speaker*, May 2017
 Hong Kong Polytechnic University, Department of Management and Marketing, May 2017
 Empirical and Theoretical Symposium on Marketing Strategy, May 2017 (presented by coauthor)
 Marketing Science Doctoral Consortium, Invited Speaker, U of Southern California, June 2017
 Fudan University, School of Management, Shanghai, China, August 2017
 Tilburg University, Netherlands, October 2017
 University of Amsterdam, Amsterdam Business School, Netherlands, October 2017
 Annual Health Economics Conference, U of Southern California, Oct 2017 (presented by coauthor)
 Canadian Econometric Study Group Meeting, York U, Oct 2017 (presented by coauthor)
 National University of Singapore, NUS Business School, November 2017
 Chinese University of Hong Kong, Department of Economics, November 2017
 Ryerson University, Department of Economics, December 2017
 Johns Hopkins Carey Business School, December 2017

2018

Chinese University of Hong Kong, CUHK Business School, January 2018
 National U of Singapore, Department of Economics, January 2018
 Hong Kong University of Science and Technology, Department of Marketing, May 2018
 Lingnan University, Faculty of Business, May 2018
 Korea University, International Symposium of Marketing, invited speaker, May 2018
 Workshop on Multi-Armed Bandits and Learning Algorithms, May 2018 (presented by co-author)
 Greater Bay Area Experimental Economics Workshop, City U of Hong Kong, June 2018
 Annual Health Econometrics Workshop, Johns Hopkins University, Sep 2018 (Invited Discussant)
 Annual Health Economics Conference, Texas A&M University, Oct 2018
 Hong Kong Baptist University, School of Business, Dec 21, 2018

2019

Peking U HSBC Business School, Shenzhen, China, Jan 9, 2019 (Distinguished Visiting Scholar)
 University of British Columbia, Sauder School of Business, Jan 23, 2019
 University of Washington, Foster School of Business, Marketing Research Camp, Jan 24-25, 2019
 Stony Brook University, Department of Economics, Feb 18, 2019
 13th Annual Bass FORMS Conference, UT-Dallas, Jindal School of Management, Feb 28-Mar 2, 2019
 (presented by co-author)
 Washington DC Industrial Organization Conference, University of Maryland, May 17, 2019
 3rd Conference on Structural Dynamic Models, Booth School of Business and the Becker Friedman
 Institute for Economics at the University of Chicago, July 10-11, 2019
 CKGSB Marketing Research Forum, Shanghai, China, July 19, 2019 (invited speaker)
 Hong Kong Poly U, Department of Management & Marketing, Oct 14, 2019
 Congressional Budget Office, Nov 6, 2019
 Sun Yat-sen University, Department of Economics, China, Nov 15, 2019
 London School of Economics, Department of Management, Dec 11, 2019
 University College London, UCL School of Management, Dec 13, 2019

2020

Sales Leadership Forum: Exploring Solutions during the Current COVID-19 Crisis, Mar 20, 2020
 Inaugural SDBD Conference, Johns Hopkins Carey Business School, June 23, 2020

NBER Summer Institute IT and Digitization Workshop, July 16-17, 2020

Virtual Healthcare Research Seminar, Indian Institute of Management Ahmedabad, Nov 13, 2020

Carey Business School, Johns Hopkins University, Dec 17, 2020

2021

HKUST Business School, Jan 18, 2021

Temple University, Fox School of Business, Feb 26, 2021 (*Distinguished Speaker*)

15th Annual Bass FORMS Conference, UT-Dallas, Jindal School of Management, Feb 25-27, 2021

International Industrial Organization Conference, April 30-May 2, 2021

Hopkins IDIES Working with Public Datasets Workshop, April 30, 2021

Santa Clara University, Leavey School of Business, May 24, 2021

Marketing Science Virtual Conference, June 3-5, 2021

ZEW Conference on the Economics of Information and Communication Technologies, June 10-11, 2021

Johns Hopkins University, Department of Economics, Sep 15, 2021

Mitigation in Marketing Workshop, *Journal of Marketing Research*, Sep 20, 2021

2022

ASSA 2022 Virtual Annual Meeting, Jan 8, 2022

Hong Kong Baptist University, Jan 23, 2022

University of London, Feb 23, 2022

Business for Social Responsibility, Healthcare Working Group, <https://www.bsr.org/>, March 15, 2022

Indiana University, Department of Economics, March 22, 2022

Purdue University, Krannert School of Management, March 23, 2022

JACR Webinar on Healthcare and Medical Decision Making, March 29, 2022

Virtual Quantitative Marketing Seminar, panelist, April 11, 2022

University of Delaware, Lerner College of Business and Economics, Research Camp, April 29, 2022

University of Rochester, Simon Business School, May 4, 2022

Marketing Science Conference, University of Chicago, June 16-18, 2022.

Conference on Methodology and Applications of Dynamic Structural Models with Strategic Interactions, Australian National University, Dec 16-17, 2022

2023

15th Digital Economics Conference, Toulouse, France, Jan 12-13, 2023

Keynote Speaker for Uniqueness of Healthcare & Life Sciences Marketing Conference, Indiana University, Feb 24, 2023

Northeastern University, Department of Economics, March 2, 2023

Johns Hopkins Carey Business School, April 21, 2023

12th Conference of American Society of Health Economists, June 11-14, 2023 (presented by coauthor)

Hong Kong Baptist University, HKBU Business School, June 13, 2023

Chinese U of Hong Kong, CUHK Business School, Hong Kong, June 15, 2023

Boston College, Department of Economics, Sep 28, 2023

Marketing Dynamics Conference, Northeastern University, Sep 28-30, 2023 (presented by coauthor)

Boston University, Department of Economics, Dec 1, 2023

2024

Rotterdam School of Management, Erasmus University, Mar 4, 2024

University of Pennsylvania, Wharton and Department of Economics joint seminar, Mar 13, 2024

Iowa State University, Ivy College of Business, Mar 29, 2024 (*Marketing Distinguished Speaker*)

34th Annual POMS Conference, Minneapolis, Apr 25-29, 2024 (presented by coauthor)

International Industrial Organization Conference, May 3-5, 2024

University of Wisconsin-Madison, Business School and Dept of Economics joint seminar, May 9, 2024

University of Hong Kong, HKU Business School, June 12, 2024

Hong Kong Baptist University, Business School, June 17, 2024
 China India Insights Conference, Yale SOM and HKU B School, June 20-22, 2024 (*Plenary Speaker*)
 China Marketing International Conference, Zhengzhou, China, July 7, 2024 (*Keynote Speaker*)
 Nanyang Technological University, NTU Business School, Singapore, Nov 1, 2024
 Fudan University, Department of Marketing, China, Nov 5, 2024
 Hong Kong U of Sci and Technology, HKUST Business School, Nov 8, 2024
 FTC Annual Microeconomics Conference, Nov 14-15, 2024 (invited discussant)

2025

Empowering Consumers for Health Outcomes (ECHO) Symposium, U of Melbourne, Feb 10-11, 2025
 (*Invited Plenary Speaker and Discussant*)
 University of Melbourne, Department of Marketing, Feb 14, 2025
 University of Macau, Faculty of Business Administration, Feb 18, 2025 (*Distinguished Visiting Scholar*)
 19th Annual Bass FORMS Conference, UT-Dallas, Feb 27-Mar 1, 2025 (invited discussant)
 Harvard University, Harvard Business School, Marketing Unit, Mar 4, 2025
 DC Industrial Organization Conference, May 9, 2025 (invited discussant)
 Nanyang Technological University, NTU Business School, Singapore, May 21, 2025
 The 3rd Asia-Pacific Marketing Academy Annual Conference on May 24-25, 2025 (*Keynote Speaker*)
 Chinese U of Hong Kong, CUHK Business School, June 3, 2025
 City U of Hong Kong, College of Business, June 5, 2025
 The 14th Consumer Search and Switching Costs Workshop, June 19-20, 2025
 Econometric Society World Congress, Seoul, Korea, Aug 18-22, 2025 (presented by coauthor)
 The Luohan Webinar Series on Digital Economy, Luohan Academy, Oct 28, 2025
 Conference to Honor Ignatius Horstmann, U of Toronto, Rotman School of Management, Nov 7, 2025
 Lehigh University, Department of Economics, Nov 21, 2025
 Workshop on Industrial Economics, CUHK, Economics Department, Dec 5, 2025 (*Keynote Speaker*)
 Winter School in Dynamic Structural Econometrics, HKU, Dec 8-13, 2025 (*Invited Speaker*)

2026

Northeastern University, Interdisciplinary Seminar on Decision Making and Wellbeing, Feb 5, 2026.
 Boston University, Questrom School of Business, Feb 25, 2026.
 Western University, Ivey School of Business, Canada, Mar 13, 2026.
 University of Massachusetts Amherst, College of Social & Behavioral Sciences, April 3, 2026.
 FTC Microeconomics Seminar Series, the Division of Consumer Protection, April 16, 2026.
 Conference on Health, Risk and Decision-Making, HKU, May 15-16, 2026 (*Keynote Speaker*).
 HKUST Business School, May 18, 2026.
 Summer Conference on Industrial Organization, HEC Montreal, June 15-16, 2026 (*Invited Discussant*).
 Platform Strategy Research Symposium, Boston University, July 27-28, 2026 (*Invited Discussant*).
 Triennial Invitational Choice Symposium Workshop, Aug 12-14, 2026.
 Annual Health Econometrics Workshop, City U of New York, Oct 1-3, 2026 (*Invited Discussant*).

Ph.D. Dissertation Supervision and the First Placement/Expected Graduation Date

Ph.D. students for whom I am the main supervisor or co-supervisor

Botao Yang (Rotman) Graduated in summer 2009
 Placement: University of Southern California, Marshall School of Business
 Honors/Awards: Winner of 2008 Alden G. Clayton Doctoral Dissertation Proposal Competition
 sponsored by Marketing Science Institute

Masakazu Ishihara (Rotman) Graduated in summer 2011
 Placement: New York University, Stern School of Business
 Honors/Awards: Winner of 2010 ISMS Doctoral Dissertation Proposal Competition sponsored by the INFORMS Society for Marketing Science

Hyunwoo Lim (Rotman) Graduated in fall 2012
 Placement: Penn State University-Erie, Black School of Business
 Honors/Awards: Honorable Mention of 2010 Alden G. Clayton Doctoral Dissertation Proposal Competition sponsored by Marketing Science Institute

Shervin S. Tehrani (Rotman) Graduated in summer 2018
 Placement: University of Texas-Dallas, Naveen Jindal School of Management

Trevor van Mierlo (Henley) Graduated in winter 2018 (DBA at Henley Business School)
 Current Position: CEO and Founder, Evolution Health

Jinghui Qian (Rotman) Graduated in winter 2018
 Placement: Chinese U of Hong Kong-Shenzhen, School of Management and Economics

Xinlong Li (Rotman) Graduated in June 2019
 Placement: Nanyang Technological University, NTU Business School

Strahil Lepoev (JHU Econ) Graduated in summer 2023
 Placement: NERA Economic Consulting

Xinyu Zhao (JHU Econ) Graduated in summer 2023
 Placement: Charles River Associates

Ph.D. students (unless otherwise stated) for whom I am on the thesis committee

<u>Name</u>	<u>Year</u>	<u>Placement</u>
Kenneth Brevoort (OSU)	2001	Federal Reserve Board of Governors
Hao Wang (OSU)	2002	Peking University
Yupin Yang (Rotman)	2007	Simon Fraser University
Hemant Sangwan (Rotman)	2008	Global Insight
Jason Roos (Duke U)	2012	Erasmus University, Rotterdam School of Mgt.
Kitty Wang (Rotman)	2012	University of Houston
Avery M. Haviv (Rotman)	2014	University of Rochester
Zhe Yuan (Toronto Econ)	2016	Shanghai University of Finance and Economics, currently at Zhejiang University
Jun Bum Kwon (Rotman)	2017	University of New South Wales
Yan Xu (Tilburg U)	2017	Hong Kong Polytechnic University, currently at Virginia Tech
Limin Fang (Toronto Econ)	2018	U of British Columbia, Sauder School of Business
Remi Daviet (Toronto Econ)	2018	U Penn Wharton School, Marketing (Postdoc), currently at Wisconsin School of Business
Yulai (Clarice) Zhao (Rotman)	2022	McGill University, Desautels Faculty of Mgt
Yi Zhang (HKUST Econ)	2024	Peking U, Guanghua School of Management

Ph.D. students for whom I am on the oral defense exam committee (incl. alternate)

<u>Name</u>	<u>Year</u>	<u>Current Position</u>
Junji Xiao (Toronto Econ)	2006	Lingnan University
Nathan Yang (Toronto Econ)	2012	UIUC (Previous positions: Cornell, Yale postdoc)

Yutec Sun (Rotman)	2012	University of Leuven
Sung Ah Bahk (JHU Econ)	2020	American University
Emma Kalish (JHU Econ)	2023	Consumer Financial Protection Bureau
Strahil Leopev (JHU Econ)	2023	NERA Economic Consulting
Xinyu Zhao (JHU Econ)	2023	Charles River Associates
Silin Huang (JHU Econ)	2024	Analysis Group
Nino Kodua (JHU Econ, as alt.)	2025	College of Holy Cross

Placements of Former Undergraduate Research Assistants

Scott Zhang (Northstar Research Partners, 2008), Jenson Lee (NPD Group, 2009), Chloe Lai (Sun Life Financial, 2008), Daisy Li (Manulife Financial, 2009), Andy Li (Royal Bank of Canada, 2009), Natalia Theodora (Millennium Research Group, 2011), Xinyue Liao (Berkshire Hathaway Group, 2011), Anna Huang (started Master of Finance at London School of Economics, 2010), Kexin Ji (started Ph.D. in Statistics at U of Waterloo, 2011), Simran Nagra (Manulife Financial, 2012), Marina Milenkovic (Mixpanel Inc., 2015), Gabriel Chiu (FDM Group, 2017)

Media Mentions and Interviews

[“Credit cards rewards plan may fuel debt: study,”](#) CBC News, July 20, 2009
[“Calculating the true cost of loyalty,”](#) Financial Post, July 25, 2009
[“Loyalty Program: Costs and Criticism,”](#) BNN interview, September 9, 2009
[“No, there is no such thing as free points,”](#) Toronto Star, October 1, 2009
[“Management Briefing: Credit card reward schemes,”](#) The Times Online, October 6, 2009
[“Flights will cost more Air Miles as of Feb 12,”](#) CBC News, February 2, 2010
[“Exclusive Interview: Andrew Ching on Payment Rewards and Loyalty,”](#) pymnts.com, April 26, 2010
[“How President's Choice reward points paid for a party,”](#) Toronto Star, April 1, 2010
[“Which loyalty credit cards do you need?”](#) Toronto Star, April 1, 2010
[“How loyalty cards can lead to overspending,”](#) Toronto Star, March 29, 2012
[“Credit card reward programs carry risks,”](#) CBC News, April 2, 2013
[“Study: Killing Used Games Could be Profitable, or Suicide,”](#) Game Life, May 29, 2013
[“Aeroplan scraps one rewards expiry policy, but keeps another,”](#) Global News, June 27, 2013
[“Flyer beware, ‘free’ flights with reward miles can pack hefty price tag,”](#) Global News, July 12, 2013
[“Beyond loyalty: Why retailers track your every purchase,”](#) The Globe and Mail, July 19, 2013
[“Now you can use rewards points for tuition”](#) by Vanessa Santilli, CreditCards.ca, Nov 22, 2013
[“Why used video games are such a big business”](#) by Ted Trautman, The New Yorker, March 28, 2014
[“Technology marketers should take consumer life-cycle into account,”](#) ScienceDaily.com, May 28, 2014
[“Digital Marketers Should Focus On Customer Lifecycle,”](#) CXOtoday.com, May 29, 2014
[“Incentivizing Older Consumers to Adopt New Technologies,”](#) Ideas for Leaders, April 7, 2014
[“Why points just aren’t so rewarding?”](#) CBC News, April 20, 2015.
[“Avoid Aeroplan surcharges and blackout dates with booking service,”](#) CBC News, May 28, 2015
[“Lilly unveils a ‘generic’ insulin and shows how broken our healthcare system really is,”](#) LA Times, March 6, 2019
[“There’s No Roadmap to Breaking Up Facebook—But Here’s Where the Government Might Start,”](#) by Erik Sherman, Fortune, June 7, 2019.
[“Game Theory: When Used Video Games are the Same as New, What Should Sellers Do?”](#) by Brennen Jensen, Johns Hopkins Magazine, Winter 2019.
Ask the Experts on [“46 Million Americans Expect to Miss a Credit Card Due Date in 2020,”](#) by John Kiernan at WalletHub.com, Feb 18, 2020.
[Q&A: Andrew Ching on Stockpiling by Consumer During Pandemic,](#) Carey News, March 26, 2020.

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