

**Curriculum Vitae**  
(Last updated: May 27th, 2019)  
**Andrew Tat Tin Ching**

Johns Hopkins University  
Carey Business School  
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<http://www.carey.jhu.edu/andrew.ching>

**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 Position:**

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)

**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  
11/2013 – 06/2019 Faculty Associate, Canadian Centre for Health Economics, University of Toronto  
07/2018 – 06/2019 On unpaid leave at 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, University of Toronto  
09/2003 – 07/2004 Visiting Professor of Economics, Department of Economics, University 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

**Previous Short-term Visiting Positions:**

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, USA  
9/2010 – 2/2011 Visiting Scholar, Research Department, Federal Reserve Bank of Boston, USA

- 10/1/11 – 10/31/11 Visiting Associate Professor of Marketing, Johnson School of Management, Cornell University, USA
- 06/13/05-06/18/05 Visiting Scholar, Federal Reserve Bank of Kansas City, USA

### **Editorial Positions and Reviewing Activities**

- Associate Editor for *Management Science*, since 2014.
- Guest Associate Editor for *Marketing Science*, special issue of Marketing Science on Health, 2017-18 (handling three manuscripts).
- Guest Associate Editor for *Marketing Science*, special issue of Consumer Protection, 2017-18.
- Guest Associate Editor for *Journal of Marketing Research*, 2010, 2011.
- Member of the Editorial Review Board of *Marketing Science*, since 2014.
- Member of the Editorial Review Board of *Journal of Marketing Research*, since 2016.
- Member of the Editorial Advisory Board of *International Journal of Pharmaceutical and Healthcare Marketing*, since 2007.
- 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*
  - Economics and Finance Journals  
*Econometrica, American Economic Review, RAND Journal of Economics, Review of Economic Studies, Journal of Political Economy, 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*
  - Econometrics Journals  
*Journal of the American Statistical Association, Journal of Business and Economic Statistics, Journal of Econometrics, Journal of Applied Econometrics*
  - Research Grant Proposals  
 National Science Foundation, SSHRC, Hong Kong Research Grant Council, Canadian Research Chair Programs
- External evaluator for faculty tenure promotion cases at the following universities:
  - Yale University, Yale School of Management (2015)
  - Johns Hopkins University, Carey Business School (2016)
  - Purdue University, Krannert School of Management (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)  
 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, Marketing Dept (2018)  
 KAIST, Graduate School of Management, Korea (2019)  
 Chinese University of Hong Kong, CUHK Business School, (2019)

### **Administrative Roles & Major Services**

- 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, Northwestern U Kellogg School of Management, 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**

- Program selection committee, Frank Bass Marketing Conference at UT-Dallas, March 2018
- 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 10<sup>th</sup> 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 8<sup>th</sup> Invitational Choice Symposium, Ocean Reef Club, Florida, May 2010
- Canadian coordinator for the Chinese Economic Association in North America, 2009 - 2011
- Co-organizer of BCRST Marketing Conference, Rotman School of Management, May 2006

### **Published Articles**

"A Structural Model of Correlated Learning and Late-mover Advantages: The Case of Statins," (with Hyunwoo Lim), forthcoming in *Management Science*. <http://ssrn.com/abstract=2662286>

"Dynamic Demand for New and Used Durable Goods without Physical Depreciation: The Case of Japanese Video Games," (with Masakazu Ishihara), forthcoming in *Marketing Science*.

“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).

“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.

“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)

“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.

“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)

“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)

“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.

“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)

“A Simple Method to Estimate the Roles of Learning, Inventory and Experimentation in Consumer Choice,” (with Tülin Erdem and Michael Keane), *Journal of Choice Modelling*, vol.13, pp.60-72, 2014 (special issue on *Multi-stage Choice Models*, edited by Vic Adamowicz and Joffre Swait).

“Dynamics of Consumer Adoption of Financial Innovation: The Case of ATM Cards,” (with Botao Yang), *Management Science*, vol.60(4), pp.903-922, 2014.

“Learning Models: An Assessment of Progress, Challenges and New Developments,” (with Tülin Erdem, Michael Keane), *Marketing Science*, vol.32(6), pp.913-938, 2013.

“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].

“Measuring the Informative and Persuasive Roles of Detailing on Prescribing Decisions,” (with Masakazu Ishihara), *Management Science*, vol.58(7), pp.1374-1387, 2012.

“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.

“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).

“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.

“Payment Card Rewards Programs and Consumer Payment Choice,” (with Fumiko Hayashi), *Journal of Banking and Finance*, vol.34(8), pp.1773-1787, 2010.

“Bayesian Estimation of Dynamic Discrete Choice Models,” (with Susumu Imai and Neelam Jain) *Econometrica*, vol.77(6), pp.1865-1899, 2009.

“Supplement to Bayesian Estimation of Dynamic Discrete Choice Models,” (with Susumu Imai and Neelam Jain) 65 pages, *Econometrica*, vol.77(6), Supplementary Material, November 2009, published at: [https://www.econometricsociety.org/sites/all/themes/bootstrap/uploads/Supmat/5658\\_proofs.pdf](https://www.econometricsociety.org/sites/all/themes/bootstrap/uploads/Supmat/5658_proofs.pdf) (It contains proofs of theorems and results of Monte Carlo experiments.)

“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).

“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.

“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.

“Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry,” (with P. Manchanda, D. Wittink, P. Cleathous, M. Ding, X.J. Dong, P. Leeflang, 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**

“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.

“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>.

“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**

“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**

“Structural Models in the Prescription Drug Market,” (with Manuel Hermosilla and Qiang Liu),  
 preparing a revision for an invited resubmission at *Foundation and Trends in Marketing*, Now  
 Publishers.

“Identification and Estimation of Forward-looking Behavior: The Case of Consumer Stockpiling” (with  
 Matthew Osborne), preparing a revision for the 3<sup>rd</sup> round invited resubmission at *Marketing Science*.

“How Much Do Consumers Know about the Quality of Products?” (with Tülin Erdem and Michael  
 Keane), under 2<sup>nd</sup> round review at *Japanese Economic Review*.

“Zero, Not that Special Price: 330,000 Consumer Choices Give No Support for the Zero-price Effect”  
 (with David Granlund and David Sundström), under review at *Management Science*.

“A Heuristic Approach to Explore: Value of Perfect Information” (with Shervin Shahrokhi Tehrani),  
 under review at *Management Science*.

### **Working papers**

“Consumer Valuation of Network Convenience: Evidence from the Banking Industry” (with Hui Wang).

“How Does a Firm Adapt in a Changing World? The Case of Prosper Marketplace” (with Xinlong Li)

“Can Information Products Be Complements?” (with Ignatius Horstmann, Hyunwoo Lim)

“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).

“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).

“Learning in the U.S. Presidential Primaries” (with Ron Borkovsky and Jason Roos)

“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 and Awards**

- 2019 Excellence in Refereeing Award in 2018, *American Economic Review*
- 2018 Rotman School of Management Teaching Award for RSM 456 Big Data and Marketing Analytics (Undergrad) in Winter 2017
- 2017 Excellence in Refereeing Award in 2016, *American Economic Review*
- 2015 SSHRC Insight Grant Proposal, “Understanding the interaction between new and used goods: the case of video games,” ranked 1st out of 85 proposals in the Business, Management and Related Fields 1 Committee (435-3A)
- 2015 Excellence in Reviewing, *International Journal of Industrial Organization*
- 2014, 2015 “Consumer Learning and Heterogeneity: Dynamics of Demand for Prescription Drugs After Patent Expiration” is one of the Most Cited Articles published in *International Journal of Industrial Organization* since 2009 and since 2010 (based on a five-year window).
- 2012 Excellence in Teaching Award for RSM2513 Pricing (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**

- 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)  
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

**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 8<sup>th</sup> 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

19<sup>th</sup> Annual Congress of the European Economic Association, August 2004

59<sup>th</sup> European Meeting of the Econometric Society, August 2004

The 6<sup>th</sup> CU-Boulder Invitational Choice Symposium, June 2004

*2005*

University of Hong Kong, School of Economics and Finance  
 3<sup>rd</sup> 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 8<sup>th</sup> Invitational Choice Symposium, Key Largo, 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  
 13<sup>th</sup> 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  
 14<sup>th</sup> CEPR Conference on Applied Industrial Organization, Italy, May 2013 (Invited Discussant)  
 9<sup>th</sup> 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 Microeconometric 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  
 13<sup>th</sup> 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  
 10<sup>th</sup> 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 1<sup>st</sup> 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  
 13<sup>th</sup> 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 27, 2019  
 3<sup>rd</sup> Conference on Structural Dynamic Models, Booth School of Business, U of Chicago, July 10-11, 2019  
 CKGSB Research Camp, Shanghai, China, July 19, 2019 [Invited Speaker]  
 China Marketing International Conference, July 22-25, 2019  
 University College London, UCL School of Management (To be scheduled)  
 London School of Economics, Department of Management (To be scheduled)  
 Fudan University, Department of Finance, Shanghai, China (To be scheduled)  
 Shanghai University of Finance and Economics, Shanghai, China (To be scheduled)  
 Tsinghua University, School of Economics and Management, Beijing, China (To be scheduled)

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

*Ph.D. students at Rotman (unless otherwise stated) for whom I am the main supervisor or co-supervisor*

*Botao Yang*                                      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*                              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*                                      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

*Jinghui Qian*                                      Graduated in winter 2018

Placement: Chinese U of Hong Kong-Shenzhen, School of Management and Economics

*Shervin S. Tehrani*                              Graduated in summer 2018

Placement: University of Texas-Dallas, Naveen Jindal School of Management

*Trevor van Mierlo*                              Graduated in winter 2018 (DBA at Henley Business School)

Current Position: CEO and Founder, Evolution Health

*Xinlong Li*                                      Expected to graduate in June 2019

Placement: Nanyang Technological University, NTU Business School

*Ph.D. students at Rotman (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	2007	Simon Fraser University
Hemant Sangwan	2008	Global Insight
Jason Roos (Duke U)	2012	Erasmus University, Rotterdam School of Mgt.
Kitty Wang	2012	University of Houston
Avery M. Haviv	2014	University of Rochester
Zhe Yuan (Toronto Econ)	2016	Shanghai University of Finance and Economics

Jun Bum Kwon	2017	University of New South Wales
Yan Xu (Tilburg U)	2017	Hong Kong Polytechnic University
Limin Fang (Toronto Econ)	2018	U of British Columbia, Sauder School of Business
Remi Daviet (Toronto Econ)	2018	U Penn Wharton School, Marketing (Postdoc)
Jason Lee (Toronto Pharm)	2020 (exp.)	
Yulai (Clarice) Zhao	2020 (exp.)	

*Ph.D. students for whom I am on the oral defense exam committee, and their initial placements*

<u>Name</u>	<u>Year</u>	<u>Current Placement</u>
Junji Xiao (Toronto Econ)	2006	University of Technology, Sydney
Nathan Yang (Toronto Econ)	2012	McGill U (Initial placement: Yale SOM, postdoc)
Yutec Sun	2012	University of Leuven

### **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**

- “[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 Aeroplane surcharges and blackout dates with booking service,”](#) CBC News, May 28, 2015

[“Ask the Experts: Bright Minds on the Best Rewards,”](#) April 24, 2017

[“Lilly unveils a ‘generic’ insulin and shows how broken our healthcare system really is,”](#) LA Times, March 6, 2019