July 11, 2013

TONY HAITAO CUI
(崔海涛)

321–19th Ave South, Suite 3-150
Minneapolis, MN 55455
Tel: (612) 626-6303
Fax: (612) 624-8804
Email: tcui@umn.edu
http://www.tonycui.com

EDUCATION

Ph.D. in *Managerial Science & Applied Economics*, Wharton School, UPENN, August 2005

Dissertation: *Essays on Distribution Channels*, co-advised by Jagmohan S. Raju and Z. John Zhang

Committee Members: David R. Bell, Lisa E. Bolton (chair), and Noah F. Gans (Wharton OPIM)

M.A. in *Operations and Information Management*, Wharton School, UPENN, Dec. 2002

IMBA (MIT Sloan–Tsinghua co-developed program), Tsinghua University, May 2000

B. Eng. in *Industrial Engineering*, Tsinghua University, May 1998

B. Eng. in *Fluid Machinery and Fluid Engineering*, Tsinghua University, May 1998

PROFESSIONAL EXPERIENCE

Associate Professor of Marketing (with tenure), (Summer 2013 – present)
Assistant Professor of Marketing, (07/18/2005 – Summer 2013)
Carlson School of Management, University of Minnesota

Lecturer of Marketing, (06/13/2005 – 07/17/2005)
Carlson School of Management, University of Minnesota

Visiting Assistant Professor of Marketing, August 2009/2010
Cheung Kong Graduate School of Business, Beijing, China

ACADEMIC HONORS & AWARDS

Grant-in-Aid Scholarship, University of Minnesota, 2013-2015.

JMS Doctoral Consortium Faculty, Annual Conference of Journal of Marketing Science, Tsinghua University, August 2013.

Keynote Speaker, The Fifth Taiwan Summer Workshop on OR and Logistics, National Taiwan University, July 2013.

Speaker, Marketing Camp, University of Washington, April 2013.

Albert J. Haring Symposium Representative (Faculty), Indiana University, March 2013.

2011 Marketing Science Institute Young Scholar, awarded once every two years to scholars mostly likely to be "potential leaders of the next generation of marketing academics".

Keynote Speaker, International Workshop on Behavioral Operations Management, Tsinghua University, Beijing China, December 2010.

Carlson Dean's Small Research Grant, 2009-2014.

Representative of Alumni, 50th Anniversary of State Key Lab of Hydroscience and Engineering, Tsinghua University, 2010.

Management Science Meritorious Service Award, 2009.

3M Non-Tenured Faculty Award, 2007-2008, 2008-2009, 2009-2010.

Research Grant, Institute for Research in Marketing, Carlson School of Management, University of Minnesota, Summer 2006.

AMA-Sheth Doctoral Consortium Fellow, Texas A&M University, June 2004.

INFORMS Marketing Science Doctoral Consortium Fellow, 2003, 2004.

University Teaching Fellowship, University of Pennsylvania, 2000-2004.

Awards of Excellent Diploma of Tsinghua University, 1998.

Honored Graduate of Tsinghua University, 1998.

Member, Championship team in NORTEL-Tsinghua First Entrepreneurship Competition, 1998.

Various First Prize Scholarships, Tsinghua University, 1994-1998.

RESEARCH INTEREST

Behavioral Modeling in Marketing, Behavioral and Experimental Economics; Competitive Strategies, Distribution Channels, Pricing, Marketing-Operations Interfaces

PUBLICATIONS

1. "The Benefit of Uniform Price for Branded Variants," with Yuxin Chen (2013), *Marketing Science*, 32(1) 36-50. Equal authorship. http://ssrn.com/abstract=1419182

   Invited to participate in the Science-2-Practice Initiative at *Marketing Science* (http://www.informs.org/Pubs/MktSci/Science-to-Practice2)

2. "Behavioral Models of Managerial Decision-Making," with Avi Goldfarb, Teck-Hua Ho, Wilfred Amaldoss, Alexander Brown, Yan Chen, Alberto Galasso, Tanjim Hossain, Ming Hsu, Noah Lim, Mo Xiao, and Botao Yang (2012), *Marketing Letters*, 23(2) 405-421. http://ssrn.com/abstract=2011559

3. "When Acquisition Spoils Retention: Direct Selling vs. Delegation under CRM," with Yan Dong and Yuliang Yao (2011), *Management Science*, 57(7) 1288-1299. Equal authorship. http://ssrn.com/abstract=1419163

4. "Reference-Dependence in Multi-Location Newsvendor Models: A Structural Analysis," with Teck-Hua Ho and Noah Lim (2010), *Management Science*, 56(11) 1891-1910. Equal authorship. http://ssrn.com/abstract=1419725

5. "The Length of Product Line in Distribution Channels," with Yunchuan Liu (2010), *Marketing Science*, 29(3) 474-482. Equal authorship. http://ssrn.com/abstract=1479600

6. "Behavioral Research and Empirical Modeling of Marketing Channels: Implications for Both Fields and a Call for Future Research," with Robert J. Meyer, Joachim Vosgerau, Vishal Singh, Joel E. Urbany, Michael I. Norton, Brian T. Ratchford, Alessandro Acquisti, David R. Bell, Barbara E. Kahn (2010), *Marketing Letters*, 21(3) 301-315. http://ssrn.com/abstract=1419722

7. "A Price Discrimination Model of Trade Promotions," with Jagmohan S. Raju and Z. John Zhang (2008), *Marketing Science*, 27(5) 779-795. http://ssrn.com/abstract=1419704

8. "Fairness and Channel Coordination," with Jagmohan S. Raju and Z. John Zhang (2007), *Management Science*, 53(8) 1303-1314. http://ssrn.com/abstract=1419164

9. "The Rise of Power Retailers in China and Manufacturers' Counter Strategies," with Z. John Zhang (2006), *PKU Business Review* (in Chinese), 20 (4) pp. 96-99.

WORKING PAPERS

1. "Recovering Service Failure in Distribution Channels," with Yan Dong, Kefeng Xu, and Yuliang Yao (2013), minor revision, *Marketing Science*. Equal authorship.

2. "Fairness Ideals in Distribution Channels," with Paola Mallucci (2013), revising for third round review, *Journal of Marketing Research*. http://ssrn.com/abstract=2021248

3. "Product Variety Strategy after Rival Exit: The Effects of Preexisting Market Structure and new Market Entry," with Ye Hu and Charlotte R. Ren (2013), revising for second round review, *Management Science*.

4. "Contract Preferences and Performance for the Loss Averse Supplier: Buyback versus Revenue Sharing," with Karen Donohue and Yinghao Zhang (2013), revising for second round review, *Management Science*.

5. "Competitive Implications of Haggling," with Paola Mallucci and Z. John Zhang (2013), final preparation for submission to *Journal of Economics & Management Strategy*. Equal authorship.
6. "Reference-Dependent Preferences and Sales Force Compensations," with Jagmohan S. Raju and Mengze Shi (2013), under revision for resubmission to *Marketing Science*. Equal authorship. http://ssrn.com/abstract=1799294
7. "Pharmaceutical Distribution through PBMs: Market Shares, Bargaining Power and Insurance Plan Heterogeneity," with Preyas Desai and Huihui Wang (2013), under revision for resubmission to *Management Science*. Equal authorship.
8. "Competitive and Welfare Implications of Gift Cards," with Yuxin Chen and Z. John Zhang (2011), under revision for resubmission to *Marketing Science*. Equal authorship.
9. "Loss-Averse Reference Dependent Contract Choices in A Laboratory Moral Hazard Setting," with Mrinal Ghosh, George John, and Madhu Viswanathan (2013), final preparation for submission to *Journal of Marketing Research*.
10. "Interim Feedback and Reference Dependency in Dynamic Tournaments," with Xiaolin Li and Om Narasimhan (2013), final preparation for submission to *Marketing Science*.
11. "The Effect of Social Pressure on Corporate Social Responsibility," with George John and Paola Mallucci (2013). final preparation for submission to *Marketing Science*.

RESEARCH PROJECTS IN PROGRESS

1. "Scheduled Flight Delays? Effective Service Failures under Firm Competition," with Yan Dong and Kefeng Xu (2013), final preparation for submission to *Marketing Science*. Equal authorship.
2. "Revenue Sharing versus Buyback Contracts: Influence of other Regarding Supplier Preferences – A Theoretical Analysis," with Karen Donohue and Yinghao Zhang, model analysis in progress. Equal authorship.
3. "Rationing Rules in Bertrand-Edgeworth Competition: A Theoretical and Experimental Investigation," with Teck-Hua Ho (2010), data analysis in progress. Equal authorship.
4. "Social Preferences in Channel," with George John and Xiaolin Li (2013). Model analysis in progress.
5. "Cognitive Hierarchy Management," with Yuxin Chen (2013). Model analysis in progress.
6. "Cognitive Hierarchy in Management," with Zuhui Xiao (2013). Model analysis in progress.

7. "Price Competition with Presence of Social Preferences," with Ming Hu and Yun Zhou (2013). Model analysis in progress.

TEACHING EXPERIENCE

Project leading faculty, MS in Management development committee, Carlson School of Management, University of Minnesota, Summer 2013 – present

Program Developer: developed the exchange program (undergraduate) between Carlson School of Management, University of Minnesota and School of Economics and Management, Tsinghua University, Spring 2010 – present

Program Developer: help design and promote the CHEMBA program in Guanzhou, China (Carlson Executive MBA program in China) for improving its positioning, branding, recruiting, and expansion, etc., August 2011 – present

Course Developer: developed the joint course of Global Business Practicum in Northern China (MBA elective) between Carlson School of Management, University of Minnesota and Cheung Kong Graduate School of Business, Fall 2006-Spring 2013

Case development: Hengri's Brand-Building Journey (both English and Chinese versions), Case Center of Cheung Kong Graduate School of Business.

Ph.D. seminar: *Marketing Modeling*. Fall 2012, Fall 2010, Fall 2008 [stellar rating scores]

EMBA core (CHEMBA, 25 students/class): *Strategic Marketing Management*. Summer 2013 (to teach), Summer 2012, Summer 2011 [stellar rating scores]

Mini-EMBA core (30 students/class): *MBA Essentials*. Spring 2013, Fall 2013 (2 sessions, to teach), Spring 2014 (to teach) [excellent rating score]

MBA core (60 students/class): *Marketing Management*. Fall 2013 (2 sections, to teach)

MBA elective (25 students/class): *Global Business Practicum in Northern China*. Summer 2013, Summer 2012, Summer 2011, Summer 2010, Summer 2009 [stellar/excellent/fine rating scores]

MBA elective (25 students/class): *China Seminar – An International Business Challenge*. Summer 2008 [excellent rating score]

MBA elective (30 students/class): *Marketing Research*. Fall 2012, Fall 2011, Spring 2011, Spring 2010 [stellar/excellent rating scores]

Undergraduate elective (46 students/class): *Marketing Research*. Fall 2009-2010, Spring 2006 – 2009 [stellar/excellent/fine rating scores]

TEACHING INTEREST

Brand Management, Channel Management, Financial Marketing, International Marketing, Marketing Management, Marketing Research, New Product Development, Pricing Strategies, Strategic Marketing

EDITORIAL REVIEW BOARD

International Journal of China Marketing (2010.8 - present);
Marketing Science (2011.1 - present);

AD HOC REVIEWER

Decision Sciences
Information Systems Research
International Journal of Production Economics
Journal of Marketing Research
Journal of Operations Management
Journal of Service Research
Management Science
Marketing Science
Production and Operations Management
European Journal of Operations Research
International Journal of China Marketing
International Journal of Production Research
Journal of Marketing Science
Journal of Retailing
Journal of the Operational Research Society
Manufacturing & Service Operations Management
Operations Research
Review of Marketing Research

PROFESSIONAL ACTIVITIES & AFFILIATIONS

Chair, Faculty Recruiting Committee, 2013-2014

Conference Organizing Committee, The 5th International Workshop on Behavioral Operations Management, Dalian University of Technology, Dalian, China, December 2013

EMBA Professor Committee (EMBA 教授委员会), Cheung Kong Graduate School of Business, 2012-2013 (invited)

Conference Organizing Committee, The 4th International Workshop on Behavioral Operations Management, Southwestern University of Finance and Economics, Chengdu, China, December 2012

Senior Management Consultant, China Social Economy Decision-Making Consultation Center (中国社会经济决策咨询中心), 2012-present

Conference Organizing Committee, The 3rd International Workshop on Behavioral Operations Management, Tsinghua University, Beijing, China, December 2011

Peer Mentor, Professor Yu Wang, University of Texas at Dallas, 2010-present

Marketing Department Ph.D. Committee, 2007-2013

MBA Thesis Defense Committee, Cheung Kong Graduate School of Business, 2009-2011 (invited)

EMBA Thesis Defense Committee, Cheung Kong Graduate School of Business, 2010-2011 (invited)

Chair, AMA Interview and Recruiting Committee, 2008-2009

AMA Interview and Recruiting Committee, 2006-2008

Judge, POMS College of Supply Chain Management Student Paper Competition, 2009

Expert Reviewer, *Journal of Marketing Science* (*JMS*) Conference Paper Review Committee, 2009

Judge, *Journal of Marketing Science* (*JMS*) Doctoral Dissertation Competition Committee, 2009

American Economic Association

American Marketing Association

INFORMS

Society for Judgment and Decision Making

CONFERENCE ACTIVITIES & INVITED TALKS

PART 1

Session Chair – "*Bounded Rationality in Capacity Management*," the session of *Behavioral Modeling in Pricing and Capacity Management* at the INFORMS Annual Meeting Conference 2013, Minneapolis Minnesota, October 2013 (scheduled).

Keynote Speech – "*Behavioral Modeling in Marketing and Operations: A Theoretical Framework and Experimental Applications*," The Fifth Taiwan Summer Workshop on OR and Logistics, National Taiwan University, July 2013.

Invited Lecture – "*New Trends and Research Topics in Behavioral Modeling*" International Workshop on Behavioral Operations Management, Southwestern University of Finance and Economics & Tsinghua University, Chengdu China, December 2012.

Invited Speech – "*Social Preferences and Pricing*", presentation at the Board Meeting of Institute of Research in Marketing, Carlson School of Management, University of Minnesota, December 2012.

Session Chair – "*The Cost of Social Pressure on Corporate Social Responsibility*", in the session of *Cause Marketing, Green Marketing, and Corporate Social Responsibility*, 2012 INFORMS International Conference, Beijing, China, June 2012.

Invited Lecture – "*Behavioral Modeling Research Paradigm*" International Workshop on Behavioral Operations Management, Tsinghua University, Beijing China, December 2011.

Session Chair – "*Fairness Ideals in Distribution Channels*," in the 4th Overseas Chinese Scholars Association in Management Science and Engineering Annual International Conference, Tianjin University, July 2011.

Invited Discussant of the paper "*Strategic Consumer Competition between Heavy and Light Users*" by Professor Steven Mark Shugan (University of Florida), Summer Institute in Competitive Strategy (SICS), University of California at Berkeley, Berkeley CA, July 2011.

Keynote Speech – "*Quantal Response Equilibrium in Fair Channel - An Experimental Investigation*," International Workshop on Behavioral Operations Management, Tsinghua University, Beijing China, December 2010.

Invited Session – "*Competitive Implications of Haggling: A Theoretical and Experimental Investigation*," the session of *Experiments on Pricing and Other Exchange Mechanisms* at the INFORMS Marketing Science Conference 2010, University of Cologne, Germany, June 2010.

Invitational Choice Symposium – "*Quantal Response Equilibrium in Fair Channel - An Experimental Investigation*," presented in the session of *Empirical Examination of Behavioral Models of Managerial Decision Making*, 8th triennial Invitational Choice Symposium, Ocean Reef Club, North Key Largo, Florida, May 2010.

Session Chair – "*Experimental Studies on Sales and Channel Contracts*" in Behavioral Operations Management, INFORMS Annual Conference 2009, San Diego, October 2009.

Invited Conference – "*Fairness and Distribution Channels*", Erin Anderson Research Conference, Wharton School of Business, UPENN, October 17-19, 2008.

Invited Session – "*An Experimental Investigation of Risk-Pooling Effect*," INFORMS Annual Conference 2007, Seattle WA, November 2007.

Invited Session – "*Fairness and Channel Coordination*," 2007 AMA Summer Marketing Educators' Conference, Washington, D.C., August 2007.

Invited Session – "*Fairness and Channel Coordination*," INFORMS Annual Conference 2005, New Orleans/San Francisco, November 2005.

Session Chair – "*A Price Discrimination Theory of Trade Promotions*," INFORMS Marketing Science Conference 2003, University of Maryland, College Park MD.

PART 2

Topic TBD

The Center and Laboratory for Behavioral Operations and Economics (LBOE), University of Texas at Dallas, December 2nd, 2013.

"*Fairness Ideals in Distribution Channels*"

8th Annual Behavioral Operations Conference, Univ. of Michigan, Ann Arbor, MI, June 27-29, 2013.

Renmin University, Beijing China, June 2013.

China Europe International Business School (CEIBS), Shanghai China, May 2013.

Marketing Camp, Foster School of Business, University of Washington, April 2013.

Shanghai Advanced Institute of Finance, April 2013.

Fuqua School of Business, Duke University, February 2013.

Carlson Summer Applied Economics Seminars and Workshops, Univ. of Minnesota, August 2012.

2012 CKGSB *Marketing Research Forum* (MRF 2012), Beijing, China, June 2012.

Bauer College of Business, University of Houston, March 2012.

Rotman School of Management, University of Toronto, March 2012.

The Hong Kong University of Science and Technology, February 2012.

Nanjing University, February 2012.

Carlson School of Management, University of Minnesota, September 2011.

Cheung Kong Graduate School of Business, Beijing China, May 2011.

The University of Kansas, Lawrence KS, April 2011.

"*Where Is China's 'Coca-Cola'?*"

Cheung Kong Graduate School of Business, Beijing China, May 2011.

"*Marketing in China*"

Cheung Kong Graduate School of Business, Beijing China, March 2011.

"*Behavioral Modeling in Marketing*"

The Marketing Science Institute 6th Biennial Young Scholars Program, Park City, Utah, January 2011.

"*Quantal Response Equilibrium and Behavioral Operations Management*"

Department of Industrial Engineering, Tsinghua University, Beijing China, May 2010.

"*Competitive and Welfare Implications of Gift Cards*"

University of Texas at Dallas FORMS Conference, February 2010.

University of Minnesota Marketing Department Colloquia, January 2010.

"*The Benefit of Uniform Price for Branded Variants*"

Summer Institute in Competitive Strategy (SICS), UC Berkeley, Berkeley CA, July 2009.

2009 Cheung Kong Graduate School of Business *Marketing Research Forum* (MRF 2009), Beijing, China, June 2009.

Guanghua School of Management, Peking University, Beijing, China, November 2008.

School of Economics and Management, Tsinghua University, Beijing, China, November 2008.

"*An Experimental Investigation of Risk-Pooling Effect*"

Smeal College of Business, The Pennsylvania State University, February 2009.

School of Economics and Management, Tsinghua University, Beijing, China, November 2008.

Industrial and System Engineering Department, University of Minnesota, November 2008.

"*A Glance at Opportunities and Challenges of the Food Industry in China*"

General Mills Inc., January 2009.

"*'Let Me Talk to My Manager Again': Competitive Implications of Haggling*"

INFORMS Marketing Science Conference 2007, Singapore Management University, Singapore, June 2007.

School of Economics and Management, Tsinghua University, Beijing, China, June 2007.

"*Fairness and Uniform Pricing*"

INFORMS Marketing Science Conference 2006, University of Pittsburgh, Pittsburgh PA.

Bauer College of Business, University of Houston, April 2006.

U of Minnesota Marketing Department Colloquia, March 2006.

"*Fairness and Channel Coordination*"

School of Economics and Management, Tsinghua University, Beijing, China, June 2007.

Carnegie Mellon University; Indiana University; Rutgers University; SUNY-Buffalo; University of Alberta; University of Minnesota; University of Mississippi, September – November 2004.

Marketing Department Colloquia, The Wharton School, University of Pennsylvania, Philadelphia, September 2004.

Wharton Summer Applied Economics Seminars and Workshops, The Wharton School, University of Pennsylvania, Philadelphia, July 2004.

INFORMS Marketing Science Conference 2004, Rotterdam, The Netherlands.

"*Influence of Customer Arrival Process on Price Competition under Limited Supply*"

INFORMS Marketing Science Conference 2003, University of Maryland, College Park MD.

DISSERTATION & ORAL COMMITTEES

Co-Chair: Paola Mallucci (First placement: University of Wisconsin-Madison)

Dissertation Committee: Neil Bendle (First placement: IVEY School, Western University, London)

Dissertation Committee: Xiaolin Li (Marketing Department, University of Minnesota)

Dissertation Committee: Yinghao Zhang (Supply Chain and Operations Dept., University of Minnesota; First placement: Salisbury University)

Dissertation Reading Committee: Guihong Chen (Econ Dept., U. of Minnesota; First Placement: US Bank)

Master Thesis Committee: Seda Tepe (Industrial Engineering Dept., University of Minnesota)

INDEPENDENT STUDIES SUPERVISED

2012-2013: Richard Knapp (Carlson MBA student)

2010-2011: Joe Heck (Carlson MBA student)

2010-2011: Chuck Li (Carlson MBA student)

2009-2010: Mary Yang (Carlson Honors Thesis)

2007-2008: Monica Fahnhorst (UMN Undergraduate Research Opportunity Program)

INTERACTIVE EXPERIENCE WITH CORPORATE

3M; Assurant Solutions; Best Buy; Datacard Group; Galloping Horse Group (小马奔腾); General Mills, Inc.; Hengri, Inc. (北京恒日); Hormel Foods Corporation; International Dairy Queen, Inc.; Mosaic Company; Petters Groups/Polaroid; SmarterCloud, Inc.; Target Corporation; Thomson Reuters; 山水文园; etc.

SELECTED MEDIA COVERAGE

February 27, 2012, “Brand Management for Private Auto Enterprises in China,” Auto Review by China Association of Automobile Manufacturers.

November 2, 2009, “Growing Online Sales Could Lower Prices, But Also Trim Choices,” Science Daily.

March 29, 2008, “In the Game of Business, Playing Fair Can Actually Lead to Greater Profits,” Financial Times.

March 13, 2008, “In the Game of Business, Playing Fair Can Actually Lead to Greater Profits,” Knowledge@Wharton.

Fall 2007, "Fairness Pays," *Marketing Matters: A Newsletter of the Institute for Research in Marketing*.

November-December 2007, "Discoveries: Fairness Pays Off," *Minnesota: The Magazine of the University of Minnesota Alumni Association*.

September 24, 2007, "U of M Researcher Finds Fairness Leads to Better Profits for Manufacturers and Retailers," University of Minnesota Press Release, *University News Service and Institute for Research in Marketing*. Also picked up by *EurekAlert, CRM Buyer, TechNewsWorld, Innovations Report,* and *Huliq.com*.

PERSONAL INFORMATION

Spouse: Fang Yin (尹芳, married in Beijing China in January 2000)

Hobbies: basketball (way better than Michael Jordan’s skills in table tennis), golf (rookie level at the moment), soccer (old injury in effect), fishing, music, reading.

Country of Citizenship: China

Visa Status: U.S. Permanent Resident