

May 14, 2019

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EDUCATION

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

Carlson School of Management, University of Minnesota
Deputy Associate Dean for Global DBA Program, 3/1/2017 – present
Margaret J. Holden and Dorothy A. Werlich Endowed Professorship, 7/1/2016 – present
Professor of Marketing, June 2017 – present
Associate Professor of Marketing (with tenure), Summer 2013 – May 2017
Ph.D. Coordinator, 6/1/2016 – present
Assistant Professor of Marketing, 7/18/2005 – Summer 2013
Lecturer of Marketing, 6/13/2005 – 7/17/2005
Department of Industrial & Systems Engineering, College of Science & Engineering, Univ. of Minnesota
Secondary Appointment of Professor, September 2017 – present

ACADEMIC HONORS & AWARDS

2019- Department Editor of Customer Experience, Behavior, and Decision Making, *Service Science*
2019- Editorial Review Board Member, *Journal of Marketing Research*
2017- Vice President, POMS College of Behavioral Operations
2016- Guest Associate Editor, *Management Science*
2016- CTS Scholars Seed Research Funds “Collaborative Consumption in Peer-to-Peer Car Sharing: Models, Analysis, and Experiments” (\$44,000)
2015- Vice President, Behavioral Operations Management and Research Society, Operations Research Society of China
2013- Senior Editor, *Production and Operations Management*
2011- Editorial Review Board Member, *Marketing Science*
2019 Award for Faculty of the Year, voted by Carlson CHEMBA EMBA students
2018 *Management Science* Meritorious Service Award
2018 Best Paper Award at the Sixth China Marketing International Conference
2018 Inaugural *Marketing Science Institute (MSI) Scholars* for “top scholars helping to set the research agenda for the field”.

- 2018 *Award for Faculty of the Year*, voted by Carlson CHEMBA EMBA students
- 2018 Finalist, Junior Scholar Paper Competition Awards, POMS CBOM College of Behavioral Operations Management.
- 2017 *Outstanding Research Award*, Carlson School of Management, University of Minnesota
- 2017 AMA-Sheth Doctoral Consortium Faculty Fellow, University of Iowa
- 2017 *Management Science* Distinguished Service Award
- 2017 *Award for Faculty of the Year*, voted by Carlson CHEMBA EMBA students
- 2013-2016 Grant-In-Aid of Research, Artistry, and Scholarship from the Office of the VP of Research, University of Minnesota
- 2009-2016 Carlson Dean's Small Research Grant
- 2016 *Management Science* Meritorious Service Award
- 2015 *Management Science* Meritorious Service Award
- 2015 Keynote Speaker, 2015 Annual Conference of the Stochastic Service and Operations Management, Operations Research Society of China
- 2015 INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow
- 2014 *Management Science* Distinguished Service Award
- 2014 *Journal of Marketing Science* Excellent Reviewer Award
- 2013 *Marketing Science* Ranked No. 1 out of Top 25 Reviewers for "most completed reviews"
- 2013 *Management Science* Meritorious Service Award
- 2013 JMS Doctoral Consortium Faculty, Annual Conference of Journal of Marketing Science, Tsinghua University, August 2013
- 2013 Keynote Speaker, the Fifth Taiwan Summer Workshop on OR and Logistics, National Taiwan University, July 2013
- 2013 Albert J. Haring Symposium Representative (Faculty), Indiana University, March 2013
- 2012 *Management Science* Meritorious Service Award
- 2012 *Marketing Science* top 25 reviewers for "most completed reviews"
- 2011 Marketing Science Institute Young Scholars, awarded once every two years to scholars whose work suggests they are potential leaders of the "next generation" of marketing academics
- 2011 *Management Science* Meritorious Service Award
- 2007-2010 3M Non-Tenured Faculty Award (consecutively awarded annually)
- 2010 Keynote Speaker, International Workshop on Behavioral Operations Management, Tsinghua University, Beijing China, December 2010
- 2010 *Representative of Alumni*, 50th Anniversary of State Key Lab of Hydrosience and Engineering, Tsinghua University
- 2009 *Management Science* Meritorious Service Award
- 2006 Research Grant, Institute for Research in Marketing, Carlson School of Management, University of Minnesota
- 2003-2004 INFORMS Society for Marketing Science Doctoral Consortium Fellow
- 2000-2004 University Teaching Fellowship, University of Pennsylvania
- 2004 AMA-Sheth Doctoral Consortium Fellow, Texas A&M University
- 1994-1998 Various First Prize Scholarships every year, Tsinghua University
- 1998 Awards of Excellent Diploma of Tsinghua University
- 1998 Honored Graduate of Tsinghua University
- 1998 Championship, NORTEL-Tsinghua First Entrepreneurship Competition

RESEARCH INTEREST

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

JOURNAL PUBLICATIONS

1. “Product Variety Strategy after Rival Exit: The Effects of Preexisting Market Structure and new Market Entry,” with Ye Hu and Charlotte R. Ren (2019), *Strategic Management Journal*, 40(2) 253-276. Equal authorship.
2. “Promotions as Competitive Reactions to a Recall Crisis and Their Consequences,” with Rafael Becerril Arrola, Yan Dong, and Chen Zhou (2018), forthcoming, *Journal of the Academy of Marketing Science*.
3. “Cognitive Hierarchy in Capacity Allocation Games,” with Yinghao Zhang (2018), *Management Science*, 64(3) 1250-1270. Equal authorship. <http://ssrn.com/abstract=2676402>
4. “Fairness Ideals in Distribution Channels,” with Paola Mallucci (2016), *Journal of Marketing Research*, 53(6) 969-987. Equal authorship. <http://ssrn.com/abstract=2021248>
5. “Contract Preferences and Performance for the Loss Averse Supplier: Buyback versus Revenue Sharing,” with Karen Donohue and Yinghao Zhang (2016), *Management Science*, 62(6) 1734-1754.
6. “Service Failure Recovery and Prevention: Managing Stockouts in Distribution Channels,” with Yan Dong, Kefeng Xu, and Yuliang Yao (2015), *Marketing Science*, 34(5) 689-701. Equal authorship.
Invited to participate in the Science-2-Practice Initiative at *Marketing Science* (<http://www.informs.org/Pubs/MktSci/Science-to-Practice2>)
7. “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>)
8. “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>
9. “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>
10. “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>
11. “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>
12. “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>
13. “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>
14. “Fairness and Channel Coordination,” with Jagmohan S. Raju and Z. John Zhang (2007), *Management Science*, 53(8) 1303-1314. <http://ssrn.com/abstract=1419164>
15. “Marketing Strategies towards *Nouveau Riche* Consumers,” with Z. John Zhang (2014), *PKU Business Review* (in Chinese), 117 pp. 132-136.

16. “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.
17. “Buyback versus Revenue Sharing Contracts: Influence of Loss Aversion and Payment Timing,” with Karen Donohue and Yinghao Zhang, *Proceedings of MSOM Conference* 2011.

WORKING PAPERS

1. “When Should Firms Go Green?” with Kivicim Dogerlioglu Demir and Ozge Turut (2019), final preparation for submission to *Journal of Marketing Research*. Equal authorship.
2. “The Role of Emerging Technologies in Shaping the Future of Omnichannel Marketing,” with Anindya Ghose, Hanna Halaburda, Raghuram Iyengar, Koen Pauwels, S. Sriram, Catherine Tucker, and Sriraman Venkataraman (2019), under first round review at *Journal of Marketing*. Equal authorship.
3. “Impact of Social Motives on Bilateral Negotiations: How Power Changes Perceptions of Fairness,” with Paola Mallucci and Diana Wu (2019), revising for second round review at *Journal of Economic Behavior & Organization*. Equal authorship.
4. “Pricing Cause Related Marketing Products,” with George John and Paola Mallucci (2017), under revision for resubmission to *Management Science*.
5. “The Use of Refunds As A Spot Price Commitment in Advance Selling,” with Weishi Lim, Ze Wang, and Zelin Zhang (2019), final preparation for submission to *Production and Operations Management*.
6. “How to Organize Tiered Competition for Prescription Drugs: Formulary Structure and Bargaining Process?” with Preyas Desai (2019), final preparation for submission to *Production and Operations Management*. Equal authorship.
7. “Service Failures in Competition with Consumer Loss Aversion,” with Yan Dong and Kefeng Xu (2018), revising for resubmission to *Production and Operations Management*. Equal authorship.
8. “Is Simplicity the Ultimate Sophistication? Wholesale Pricing vs. Non-Linear Pricing,” with Guangwen Kong and Behrooz Pourghannad (2018), under review, *Management Science*. Finalist, Junior Scholar Paper Competition, POMS College of Behavioral Operations Management.
9. “Can Hagglng Facilitate Price Collusion?” with Paola Mallucci and Z. John Zhang (2019), under review at *Marketing Science*. Equal authorship.
10. “Price Competition in the Presence of Social Comparison and Demand Uncertainty,” with Ming Hu and Yun Zhou (2019), revising for resubmission to *Marketing Science*.
11. “Reference-Dependent Preferences and Sales Force Compensations,” with Jagmohan S. Raju, Mengze Shi, and Yinghao Zhang (2018), revising for resubmission to *Marketing Science*. Equal authorship.
12. “Experience of Regret and Subsequent Trading Behavior,” with Prachi Deuskar, Deng Pan, and Fei Wu (2018), final preparation for submission to *Journal of Marketing Research*.
13. “The Blessing of Bounded Rationality in Distribution Channels,” with Yusong Wang and Lei Zhuang (2019), final preparation for submission to *Marketing Science*.
14. “Cognitive Hierarchy Management,” with Yuxin Chen and Yilong Liang (2019), final preparation for submission to *Marketing Science*.
15. “Competitive and Welfare Implications of Gift Cards,” with Yuxin Chen and Z. John Zhang (2017), revising for second round review, *Marketing Science*. Equal authorship.

RESEARCH PROJECTS IN PROGRESS

1. “Is Omni-Channel Always Beneficial for Firms? A Field Experimental Study,” with Shiyang Gong (2018), data collection and analysis in progress.
2. “Can Corporate Social Responsibility Backfire? If Yes, When and How?,” with Yue Qian and Shilei Yang (2018), model analysis and data collection in progress.
3. “Is It The End of The World? A Field Experiment on Air Pollution and Consumer Purchase Decisions,” with Shilei Yang and Yue Qian (2018), model analysis and data collection in progress.

BOOK CHAPTERS

1. “Incorporating Behavioral Factors into Operations Theory,” with Yaozhong Wu (2019), *The Handbook of Behavioral Operations*, K. Donohue, E. Katok, and S. Leider, editors. John Wiley & Sons, Inc. Hoboken NJ.
2. “Social Preferences and Distribution Channels,” with Paola Mallucci, Jagmohan S. Raju, Z. John Zhang (2019), *Handbook of Research on Distribution Channels*, C. Ingene and R. Dant, editors. Edward Elgar Publishing.

TEACHING EXPERIENCE

Program Developer: developed Carlson DBA program between Carlson School of Management, University of Minnesota and School of Economics and Management, Tsinghua University, 2014 – 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 2019 (scheduled), Fall 2017, Fall 2015, Fall 2012, Fall 2010, Fall 2008 [stellar rating scores]

DBA core: *Marketing Strategies for Firms in The Era of Globalization*, Spring 2019, Spring 2018, Summer 2017 (2 sections), Winter 2016 [stellar rating score]

EMBA core (25 or 60 students/class): *Strategic Marketing Management*. Summer 2019 (scheduled), Fall 2018, Fall 2017, Summer 2016, Summer 2015, Spring 2015, Summer 2014, Summer 2013, Summer 2012, Summer 2011 [stellar rating scores]

Mini-EMBA core (50 students/class): *Strategic Marketing Management*. Fall 2012 (2 sessions), Fall 2011, Summer 2011 [excellent rating scores]

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

MBA core (60 students/class): *Marketing Management*. Fall 2014 (2 sessions), Fall 2013 (2 sessions), Spring 2012, Spring 2011 [stellar/excellent rating scores]

MBA elective (35 students/class): *Business Research Methods*. Spring 2019 (scheduled), Spring 2018, Spring 2017 [stellar/excellent rating scores]

MBA elective (25 students/class): *Global Business Practicum in Northern China*. Summer 2014, 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 (30-46 students/class): *Marketing Research*. Fall 2016, Fall 2015, Fall 2012, Fall 2011 [stellar/excellent rating scores]
 EDP program (various classes): *Marketing in China*. Spring 2013; *Channel Management in Emerging Market*. Spring 2013; *Marketing Management in Financial Industry*. Fall 2015, Fall 2014 [stellar rating score]
 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

Department Editor

Service Science (*Department of Customer Experience, Behavior & Decision Making*) (2019.1 – present)

Senior Editor

Production and Operations Management (2013.12 – present)

Guest Associate Editor

Management Science (2016.1 – present)

Editorial Review Board Member

Marketing Science (2011.1 – present)
Journal of Marketing Research (2019.4 - present)
Journal of Marketing Science (2013.8 – present)
Journal of Operations Management (2015.8 – present)

AD HOC REVIEWER

<i>Decision Sciences</i>	<i>European Journal of Operations Research</i>
<i>Information Systems Research</i>	<i>International Journal of China Marketing</i>
<i>International Journal of Production Economics</i>	<i>International Journal of Production Research</i>
<i>Journal of Marketing</i>	<i>Journal of Marketing Research</i>
<i>Journal of Marketing Science</i>	<i>Journal of Operations Management</i>
<i>Journal of Retailing</i>	<i>Journal of Service Research</i>
<i>Journal of Systems Science and Systems Engineering</i>	<i>Journal of the Operational Research Society</i>
<i>Management Science</i>	<i>Manufacturing & Service Operations Management</i>
<i>Marketing Science</i>	<i>Mathematical Problems in Engineering</i>
<i>Operations Research</i>	<i>OR Spectrum</i>
<i>Production and Operations Management</i>	<i>Quantitative Marketing and Economics</i>
<i>Review of Marketing Research</i>	<i>Social Sciences and Humanities Research Council of Canada</i>
<i>SWISS National Science Foundation</i>	

PROFESSIONAL ACTIVITIES & AFFILIATIONS

- 2017- Vice President, POMS College of Behavioral Operations
- 2017- Deputy Associate Dean, Global DBA Program, Carlson School of Management, Univ. of Minnesota
- 2016- Coordinator, Marketing Department Ph.D. Committee, Carlson School of Management, Univ. of Minnesota
- 2016- Faculty Member, Initiative on the Sharing Economy, University of Minnesota
- 2013- Faculty Member, Social Media and Business Analytics Collaborative (SOBACO), University of Minnesota
- 2012- Senior Management Consultant, [China Social Economy Decision-Making Consultation Center](#) (中国社会经济决策咨询中心)
- 2019 Conference Co-Chair, the 11th International Workshop on Behavioral Operations Management, Beijing Foreign Studies University & Tsinghua University, Beijing, China
- 2018 International Program Committee, POMS International Conference, Tianjin University, Tianjin, China
- 2018 Conference Co-Chair, the 10th International Workshop on Behavioral Operations Management, The South China University of Technology & Tsinghua University, Guangzhou, China
- 2017 Conference Co-Chair, the 9th International Workshop on Behavioral Operations Management, Northeastern University & Tsinghua University, Shenyang, China
- 2014-2017 Invited Reviewer, 2016 EMAC (European Marketing Academy) Conference
- 2016 Faculty Recruiting Committee, Marketing Department, Carlson School of Management, Univ. of Minnesota
- 2016 Conference Co-Chair, the 8th International Workshop on Behavioral Operations Management, Southeast University & Tsinghua University, Nanjing, China
- 2015-2016 University Senator, University of Minnesota
- 2007-2016 Marketing Department Ph.D. Committee, Carlson School of Management, Univ. of Minnesota
- 2015 Conference Co-Chair, the 7th International Workshop on Behavioral Operations Management, Tianjin University & Tsinghua University, Tianjin, China
- 2015 Chair, Behavioral Operations Cluster, 2015 INFORMS Annual Meeting, Philadelphia PA
- 2015 Chair, Business Research Methods Committee, Carlson School of Management, Univ. of Minnesota
- 2015 Conference Organizing Committee, 2015 China Marketing International Conference, Xi'an, China
- 2014 Conference Co-Chair, the 6th International Workshop on Behavioral Operations Management, University of Shanghai for Science and Technology & Tsinghua University, Shanghai, China
- 2014 Carlson Tenured Faculty Recruiting Committee, Carlson School of Management, Univ. of Minnesota
- 2014 Carlson Mid-Term Review Committee, Carlson School of Management, Univ. of Minnesota
- 2013-2014 Invited Reviewer, Social Sciences and Humanities Research Council of Canada (SSHRC)
- 2013-2014 Invited Reviewer, Division of Humanities and Social Sciences, Swiss National Science Foundation
- 2013-2014 Chair, Faculty Recruiting Committee, Marketing Department, Carlson School of Management, Univ. of Minnesota
- 2013 Conference Co-Chair, Conference Program Organizing Committee, the 5th International Workshop on Behavioral Operations Management, Dalian University of Technology, Dalian, China
- 2013 Chair, Roundtable Forum, The 5th International Workshop on Behavioral Operations Management, Dalian University of Technology, Dalian, China
- 2012-2013 EMBA Professor Committee (EMBA 教授委员会), Cheung Kong Graduate School of Business, 2012-2013 (invited)

- 2012 Conference Organizing Committee, The 4th International Workshop on Behavioral Operations Management, Southwestern University of Finance and Economics, Chengdu, China
- 2011 Conference Organizing Committee, The 3rd International Workshop on Behavioral Operations Management, Tsinghua University, Beijing, China
- 2010-2011 EMBA Thesis Defense Committee, Cheung Kong Graduate School of Business (invited)
- 2009-2011 MBA Thesis Defense Committee, Cheung Kong Graduate School of Business (invited)
- 2010- Peer Mentor, Professor Yu Wang, University of Texas at Dallas
- 2009 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
- 2008-2009 Chair, Faculty Recruiting Committee, Marketing Department, Carlson School of Management, Univ. of Minnesota
- 2006-2008 Faculty Recruiting Committee, Marketing Department, Carlson School of Management, Univ. of Minnesota
- 2004- American Economic Association
- 2004- American Marketing Association
- 2004- INFORMS
- 2005- Society for Judgment and Decision Making

CONFERENCE ACTIVITIES & INVITED TALKS

PART 1

Keynote Speech – “*Enriching Traditional Operations Research with Behavioral Modeling*,” 2018 Annual Meeting of Operations Research Society of China, Chongqing China, October 2018 (scheduled)

Keynote Tutorial Talk – “*Incorporating Behavioral Factors into Operations Theory*,” 2018 International Workshop on Behavioral Operations Management, Guangzhou China, December 2018

Scholar Sharing Talk – “*Behavioral Modeling in Marketing*,” The Inaugural Marketing Science Institute (MSI) Scholars Conference, Breckenridge Colorado, August 2018

Tutorial Lecture – “*How to Build Behavioral Modeling Models*,” Young Scholar’s Workshop at the 13th Annual Behavioral Operations Conference, Naveen Jindal School of Management, University of Texas at Dallas, June 2018

Keynote Speech – “*Behavioral Modeling in Marketing: From Behavioral and Experimental Economics to Marketing Modeling*,” 2017 International Forum of Marketing Science & Applications, Changsha China, July 2017

Keynote Speech – “*Generating and Implementing Research Ideas*,” Doctoral Consortium, China Marketing International Conference 2017, Beijing China, July 2017

Faculty Fellow – “*Behavioral Modeling in Marketing*,” 2017 AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, University of Iowa, June 2017

Keynote Speech – “*Behavioral Modeling in Marketing*,” China Marketing International Conference 2016, Qingdao China, July 2016

Cluster Chair – Behavioral Operations Cluster, 2015 INFORMS Annual Meeting, Philadelphia PA, November 2015

Session Chair – “*From Behavioral/Experimental Economics to Behavioral Operations: Opportunities and Challenges*,” The INFORMS Annual Meeting Conference 2015, Philadelphia PA, November 2015

Session Chair – “*BMiM: Behavioral Modeling in Marketing*,” China Marketing International Conference 2015, Xi’An China, July 2015

Keynote Speech – “*From Behavioral/Experimental Economics to Behavioral Operations Management/Research*,” 2015 Annual Conference of the Stochastic Service and Operations Management, Operations Research Society of China, July 2015

Faculty Fellow – “*Behavioral Modeling in Marketing*”, 2015 INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow, Baltimore MD, June 2015

Invited Discussant of the paper “*Channel Construction in Emerging Markets*” by Tinglong Dai and Jian Ni (John Hopkins University), Ninth Annual UT Dallas FORMS Conference, University of Texas at Dallas, Dallas TX, February 2015

Session Chair – “*Behavioral Modeling in Business*,” The INFORMS Annual Meeting Conference 2014, San Francisco CA, November 2014

Invited Discussant for the session of “*Brand Management & Visibility*,” 2014 Frontiers of Business Research in China International Symposium — Business Administration in the Changing Environment, School of Business, Renmin University of China, Beijing, China, June 2014

Session Chair – “*Behavioral Modeling and Studies in Business*,” The INFORMS Annual Meeting Conference 2013, Minneapolis Minnesota, October 2013

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

Antai College of Economics & Management, Shanghai Jiao Tong University, June 2019

POMS 30th Annual Conference, Washington D.C., May 2019

CUHK Business School, The Chinese University of Hong Kong, March 2018

24th Annual Sheth Foundation Research Camp, Joseph M. Katz Graduate School of Business, U of Pittsburgh, January 2018

NUS Business School, National University of Singapore, December 2017

Sun Yat-Sen Business School, Sun Yat-Sen University, November 2017

School of Management, Xiamen University, November 2017

Tsinghua Conference on Behavioral, Experimental and Theoretical Economics, July 2017

School of Economics and Management, Wuhan University, May 2017

Robert H. Smith School of Business, University of Maryland, April 2017

John M. Olin School of Business, Washington University at St. Louis, February 2016

Smeal College of Business, Penn State University, October 2015

China Marketing International Conference 2015, Xi’An China, July 2015

Shanghai University of Finance and Economics, Shanghai China, July 2015

International Interdisciplinary Business-Economics Advancement Conference, Florida, March 2015

Ninth Annual UT Dallas FORMS Conference, February 2015

Tianjin University, Tianjin China, December 2014

Antai College of Economics & Management, Shanghai Jiao Tong University, December 2014

School of Economics and Management, Tsinghua University, October 2014

Department of Systems Engineering, Northeastern University, Shenyang China, October 2014
Faculty of Business, The Hong Kong Polytechnic University, September 2014
School of Business, Renmin University of China, June 2014
School of Management, Sabanci University, Istanbul Turkey, May 2014
School of Management, Fudan University, January 2014
School of Economics and Management, Tsinghua University, December 2013
Naveen Jindal School of Management, University of Texas at Dallas, December 2013
8th Annual Behavioral Operations Conference, Univ. of Michigan, Ann Arbor, MI, June 27-29, 2013
School of Business, 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
Cheung Kong Graduate School of Business, Beijing China, March 2011
The Marketing Science Institute 6th Biennial Young Scholars Program, Park City, Utah, January 2011
Department of Industrial Engineering, Tsinghua University, Beijing China, May 2010
Fourth Annual UT Dallas FORMS Conference, February 2010
University of Minnesota Marketing Department Colloquia, January 2010
Summer Institute in Competitive Strategy (SICS), UC Berkeley, Berkeley CA, July 2009
Cheung Kong Graduate School of Business *Marketing Research Forum* (MRF 2009), June 2009
Smeal College of Business, The Pennsylvania State University, February 2009
General Mills Inc., January 2009
Guanghua School of Management, Peking University, Beijing, China, November 2008
School of Economics and Management, Tsinghua University, Beijing, China, November 2008
Industrial and System Engineering Department, University of Minnesota, November 2008
INFORMS Marketing Science Conference 2007, Singapore Management University, Singapore, June 2007

School of Economics and Management, Tsinghua University, Beijing, China, June 2007
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
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
INFORMS Marketing Science Conference 2003, University of Maryland, College Park MD

DISSERTATION & ORAL COMMITTEES

Dissertation Committee:

Paola Mallucci (Co-Chair; First placement: Marketing Dept., University of Wisconsin-Madison;
Graduation Year: 2013)

Yilong Liang (Co-Chair; Marketing Dept., U. of Minnesota; Graduation Year: 2020, expected)

Lei Zhuang (Co-Chair; Marketing Dept., U. of Minnesota; Graduation Year: 2021, expected)

Ruizhi Shi (Industrial Engineering Dept., U. of Minnesota; Graduation Year: 2019, expected)

Xiaobo Li (Industrial Engineering Dept., U. of Minnesota; Graduation Year: 2019, expected)

Xiang Li (Industrial Engineering Dept., U. of Minnesota; Graduation Year: 2017, expected)

Chenhao Du (Industrial Engineering Dept., U. of Minnesota; Graduation Year: 2016)

Rui (David) Chen (Industrial Engineering Dept., U. of Minnesota; First placement: University of
Toronto; Graduation Year: 2015)

Yinghao Zhang (Supply Chain and Operations Dept., U. of Minnesota; First placement:
Salisbury University; Current placement: University of Cincinnati; Graduation Year: 2013)

Guihong Chen (Econ Dept., U. of Minnesota; First Placement: US Bank; Graduation Year: 2011)

Neil Bendle (First placement: Marketing Dept., IVEY School, Western University, London Canada;
Graduation Year: 2010)

Master Thesis Committee: Seda Tepe (Industrial Engineering Dept., U. of Minnesota; Graduation Year:
2009)

DBA Thesis Committee (SAIF): Binghui Gong (Chair); Min Guo (Chair); Fengdong Liao; Jianguo Wang;
Chunhui Wu; Qi Zhang; Laili Zheng

EMBA Thesis Committee (SAIF, Chair): Wei Dong; Ruiyong Du; Jiaxiang Li; Jun Liu; Songyuan Liu;
Wensheng Lv; Yiming Mao; Dehong Wang; Yong Xu; Hongxiang Yu; Kebai Yu; Xiangyang Yu

MBA Thesis Committee (SAIF, Chair): Ye Sun; Sally Chen

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; AmeriPrise; Angel Group (安吉尔); Assurant Solutions; Best Buy; Buffalo Wild Wings; Datacard Group; Galloping Horse Group (小马奔腾); General Mills; Hengri, Inc. (北京恒日); Hormel Foods Corporation; International Dairy Queen; Kerui Group; LVC Group (山水文园); Mosaic Company; Technew Group/Zotye Auto; Qiaqia Foods; Petters Groups/Polaroid; SmarterCloud, Inc. (智慧云联); Target Corporation; Thomson Reuters; etc.

SELECTED MEDIA COVERAGE

July 21, 2014, "Alibaba – Meet China's Online Giant," [Against The Grain](#).

November 25, 2013, "CardHub's 8 Gift Card Tips for 2013," [Card Hub](#).

August 19, 2013, "Incorporating the growing importance of emerging markets," China Southern Airlines Elite.

February 27, 2012, "Brand Management for Private Auto Enterprises in China," [Auto Review](#) by China Association of Automobile Manufacturers.

May 2012, "Playing Fair: The effects of fairness between manufacturer and retailer in a channel," Institute News, Institute of Research in Marketing, Carlson School of Management, UMN.

Summer 2010, "Perceptions in Fairness," *Marketing Matters*, Institute of Research in Marketing, Carlson School of Management, UMN.

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*, Institute of Research in Marketing, Carlson School of Management, UMN.

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 *EurekaAlert*, *CRM Buyer*, *TechNewsWorld*, *Innovations Report*, and *Huliq.com*.

PERSONAL INFORMATION

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, travel.