

T. TONY KE

柯 特

Room 1102, Cheng Yu Tung Building
12 Chak Cheung St, Shatin, N.T., Hong Kong

<https://sites.google.com/view/kete/tonyke@cuhk.edu.hk>

ACADEMIC APPOINTMENTS	Chinese University of Hong Kong	
	Professor of Marketing, CUHK Business School	2025-present
	Professor of Decisions, Operations and Technology (by courtesy)	2025-present
	Professor of Economics (by courtesy)	2026-present
	Outstanding Fellow of the Faculty of Business Administration	2023-present
	Chairperson of Marketing Department	2025-present
	Associate Professor of Marketing	2020-2025
	Massachusetts Institute of Technology	
	Assistant Professor of Marketing, Sloan School of Management	2015-2020
	Faculty Member, Operations Research Center	2017-2020
VISITING POSITIONS	Simons Laufer Mathematical Sciences Institute	
	Research Member, Program for Market and Mechanism Design	Sep 2023
	University of Washington, Seattle	
	Visiting Assistant Professor, Foster School of Business	2017-2019
	Yale University	
	Visiting Scholar, School of Management	Apr, Jul 2019
EDUCATION	University of California, Berkeley	
	Ph.D., Operations Research	2010-2015
	M.A., Economics	2012-2015
	M.A., Statistics	2010-2012
	Peking University	
	B.S., Physics	2006-2010
	B.S., Statistics	2007-2010
PUBLICATIONS	1. "A Continuous-Time Model of Subscription and Repeat Purchase." (with Wee Chaimanowong)	
	<i>Manufacturing & Service Operations Management</i> (accepted)	
	2. "Information Design of Online Platforms." (with Song Lin and Michelle Lu)	
	<i>Management Science</i> (accepted)	
	<i>Earlier version appeared in 24th ACM Conference on Economics Computation (EC 2023)</i>	
	3. "From Canvas to Blockchain: Impact of Royalties on Art Market Efficiency." (with Xinyu Cao and Jieteng Chen)	
	<i>Management Science</i> (accepted)	

4. "Searching for Rewards." (with Jiwoong Shin and Xu Zhu)
Management Science (accepted)
5. "Competitive Model Selection in Algorithmic Targeting." (with Ganesh Iyer)
Marketing Science 43.6 (2024)
6. "Regulating Digital Piracy Consumption." (with Jieteng Chen and Yuetao Gao)
Journal of Marketing Research 61.6 (2024)
7. "Peer-to-Peer Markets with Bilateral Ratings." (with Monic Sun and Baojun Jiang)
Marketing Science 43.5 (2024)
8. "A Model of Product Portfolio Design: Guiding Consumer Search through Brand Positioning." (with Jiwoong Shin and Jungju Yu)
Marketing Science 42.6 (2023)
9. "Privacy Rights and Data Security: GDPR and Personal Data Markets." (with K. Sudhir)
Management Science 69.8 (2023) Featured Article
Earlier version appeared in 16th Conference on Web & Internet Economics (WINE 2020)
 - Media coverage: *Yale Insights, China Business Knowledge*
 - Policy impact: cited at the legislation signing ceremony of *Public Act 22-15*, a Connecticut law that enacts consumer data privacy protection.
10. "Learning by Choosing: Career Concerns with Observable Actions." (with Christopher Li and Mikhail Safronov)
American Economic Journal: Microeconomics 15.2 (2023)
11. "Cheap Talk on Freelance Platforms." (with Yuting Zhu)
Management Science 67.9 (2021)
 - Media coverage: *Bloomberg Businessweek/Chinese Edition, China Business Knowledge, Britain in Hong Kong: British Chamber Magazine, EDigest*
12. "Informational Complementarity." (with Song Lin)
Management Science 66.8 (2020)
13. "Searching for Service." (with Maarten Janssen)
American Economic Journal: Microeconomics 12.1 (2020)
14. "Optimal Learning Before Choice." (with Miguel Villas-Boas)
Journal of Economic Theory 180.3 (2019) 383-437
15. "Cooperative Search Advertising." (with Xinyu Cao)
Marketing Science 38.1 (2019)
16. "Search for Information on Multiple Products." (with Max Shen and Miguel Villas-Boas)
Management Science 62.12 (2016)
 - *Finalist, Frank M. Bass Award, 2017 and 2018*
17. "How Inventory Cost Influence Introduction Timing of Product Line Extensions?" (with Max Shen, and Shan Li)
Production and Operations Management 22.5 (2013)
18. "Parallel Search for Information in Continuous Time—Optimal Stopping and Geometry of the PDE." (with Wenping Tang, Miguel Villas-Boas and Yuming Zhang)
Applied Mathematics and Optimization 85.3 (2022)
19. "Influence Maximization in Social Networks When Negative Opinions May Emerge and

OTHER
PUBLICATIONS

	Propagate." (with Wei Chen, Alex Collins, Rachel Cummings, Zhenming Liu, David Rincon, Xiaorui Sun, Yajun Wang, Wei Wei, and Yifei Yuan) <i>SIAM International Conference on Data Mining</i> (2011): 379-390	
	20. "Rapid Mid-Infrared Variability in Protostellar Disks." (with Hao Huang, and Douglas N.C. Lin) <i>Astrophysical Journal</i> 745.1 (2012)	
WORKING PAPERS	21. "Searching for Breakthroughs with both Parallel and Sequential Learning." (with Wee Chaimanowong and Miguel Villas-Boas) <i>reject and resubmit, Management Science</i>	
	22. "Dynamic Social Product Design and Fashion Classic." (with Chenxi Liao, Fei Long and Michelle Lu) <i>revise and resubmit, Journal of Marketing Research</i>	
	23. "Labeling AI-Generated Content on Platforms: Misinformation, Consumer Inference, and Creator Incentives." (with Jieteng Chen and Jiwoong Shin) <i>revise and resubmit, Management Science</i>	
	24. "An Empirical Model of Endogenous Attention." (with Tianyu Han and Miguel Villas-Boas)	
	25. "Optimal Sequential Attention Allocation." (with Miguel Villas-Boas)	
	26. "Synthetic Corpus and Consideration Manipulation in Generative Engine Optimization." (with Chenxi Liao and Xiaoyan Xu)	
	27. "Attention Monetization via e-Commerce: Why Do People Buy Groceries on an Education App?" (with Jingcun Cao, Wee Chaimanowong and Mandy Hu)	
TEACHING	<i>Instructor, CUHK</i>	
	Customer Analytics (MS)	2021-present
	Special Topics on Economics of AI (DBA)	2024-present
	Analytical Modeling in Marketing (PhD)	2022, 2024
	<i>Instructor, MIT</i>	
	Product Management Sprint (MBA)	2020
	Product Management (MBA)	2016-2019
	Analytical Modeling in Marketing (PhD)	2016
	Consumer Search Behaviors (PhD)	2018
	<i>Graduate Student Instructor, UC Berkeley</i>	
	Dynamic Asset Management (MFE)	2013-2014
	Equity and Currency Market (MFE)	2013
	Financial Risk Measurement and Management (MFE)	2013
	Supply Chain Innovation, Strategy and Analytics (MBA)	2012
	Analytic Decision Modeling Using Spreadsheet (Undergrad)	2011
	Economic Statistics and Econometrics (Undergrad)	2011
HONORS &	Young Researcher Award (HK\$100,000), CUHK Business School	2024

AWARDS	Outstanding Fellowship (HK\$250,000), CUHK	2023
	Research Excellence Award (HK\$200,000), CUHK Business School	2023
	Faculty Teaching Merit Award, CUHK Business School	2022-2025
	<i>Marketing Science</i> Service Award	2021, 22
	<i>Management Science</i> Distinguished Service Award	2018, 22
	<i>Management Science</i> Meritorious Service Award	2017, 20, 23
	Outstanding Teaching Award, Haas School of Business	2014
	Berkeley Fellowship, Engineering Leadership Scholarship, UC Berkeley	2010-2015
	Freshman Scholarship, Guanghua Scholarship, Peking University	2006-2010
	Gold Medal, 22nd National Physics Olympiad, Chinese Society of Physics	2005
FUNDING & GRANTS	NSFC Excellent Young Scientist, ¥2,000,000	2024
	Hong Kong Government RGC General Research Fund, HK\$845,083	2022
	Hong Kong Government RGC General Research Fund, HK\$395,993	2021
	NET Institute Summer Research Grant, US\$3,000	2017
PROFESSIONAL SERVICES	Associate Editor:	
	<i>Marketing Science</i>	2024-present
	<i>Management Science</i>	2024-present
	<i>Journal of Marketing Research</i>	2025-present
	<i>Quantitative Marketing and Economics</i>	2021-present
	Special Issue on Digital Platforms, <i>Marketing Science</i>	2023
	Editorial Board:	
	<i>Marketing Science</i>	2020-2024
	<i>Journal of Marketing Research</i>	2023-2025
	Referee for Marketing Journals:	
	<i>Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, International Journal of Research in Marketing</i>	
	Referee for Economics Journals:	
	<i>American Economic Review, Econometrica, Journal of Political Economy, Review of Economic Studies, American Economic Review: Insights, Journal of the European Economic Association, RAND Journal of Economics, Journal of Economic Theory, Journal of Economics and Management Strategy, Games and Economic Behavior, International Journal of Industrial Organization, Journal of Industrial Economics, Journal of Economic Dynamics and Control, Journal of Mathematical Economics, Review of Industrial Organization, Journal of Cultural Economics</i>	
	Referee for OR/IS/CS Journals:	
	<i>Management Science, Operations Research, Manufacturing & Service Operations Management, MIS Quarterly, Information Systems Research, Production and Operations Management, Service Science, OMEGA, Journal of the Operational Research Society, ACM Transactions on Economics and Computation</i>	
	Referee for Other Journals:	
	<i>Physica A, Business Strategy and the Environment</i>	

Reviewer for Awards and Grants:

Research Grants Council (RGC) of Hong Kong

Israel Science Foundation

Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition

National Natural Science Foundation of China (NSFC)

Co-organizer, 14 th Consumer Search and Switching Costs Workshop	2025
Expert Panel, NSFC Funding Planning for Business Research, Hangzhou	2025
Expert Panel, NSFC Special Project on Business Research in Generative AI	2025
ISMS Doctoral Consortium Faculty Fellow	2024
ISMS Doctoral Early-Stage Research Grants Selection Committee	2023
Track Chair, 43rd Marketing Science Conference	2021

External Reviewer, CUHK and Northwestern MSc in Applied Economics	2026
Coordinator, CUHK Joint Economic Theory Seminar	2026-present
Member, Assembly of Fellows of United College, CUHK	2025-present
External Reviewer, MPhil-PhD program in Marketing, CUHK(SZ)	2024-present
Business Administration Panel of Research Committee, CUHK	2024-2026
MSc Program Committee, Marketing Department, CUHK	2022-present
Department Academic Personnel Committee, Marketing Department, CUHK	2021-present
Department Executive Committee, Marketing Department, CUHK	2021-2023
PhD Admission Committee, Marketing Department, CUHK	2020-2025

PHD
ADVISING

Dissertation (co-)Chair for:

Xu Zhu (PhD, CUHK, 2024), Placement: Beihang University
 Qiao Gong (PhD, CUHK, 2025)
 Jieteng Chen (PhD, CUHK, 2026), Placement: Shanghai Jiao Tong University
 Wee Chaimanowong (PhD, University of Melbourne, 2020; PhD, CUHK, in progress)
 Zhuomin Chen (PhD, CUHK, in progress)
 Jue Liang (PhD, CUHK, in progress)
 Ye Xu (PhD, CUHK, in progress)
 Yixin Zhang (PhD, CUHK, in progress)
 Yaoyu Cheng (PhD, CUHK, in progress)

Dissertation Committee for:

Xinyu Cao (PhD, MIT, 2018), Placement: NYU Stern
 Yuting Zhu (PhD, MIT, 2022), Placement: National University of Singapore
 Keyan Li (PhD, MIT, 2024), Placement: University of Notre Dame
 Ailing Xu (PhD, HKUST, 2024), Placement: Huazhong University of Science & Technology

DBA
ADVISING

Xiaoyan Chi (DBA, CUHK, in progress)
 Hongming Ji (DBA, CUHK, in progress)

INVITED
TALKS

Central University of Finance and Economics, Department of Economics	Sep 2026
Johns Hopkins University, Carey Business School	Dec 2025
University of Pennsylvania, Wharton School (brownbag)	Dec 2025
Yale University, School of Management	Dec 2025
Huazhong University of Science and Technology, School of Management	Nov 2025

Wuhan University, School of Economics and Management	Nov 2025
Beihang University, School of Economics and Management	May 2025
Renmin University of China, Business School	May 2025
University of International Business and Economics, Business School	May 2025
Online Marketing Theory Seminar (inaugural speaker)	Mar 2025
Zhejiang University, Department of Economics	Nov 2024
University of Science and Technology of China, School of Management	May 2024
Online Seminar on Economics of Platforms, Toulouse School of Economics	May 2024
School of Management and Economics, CUHK-Shenzhen	Jan 2024
CUHK, Department of Decisions, Operations and Technology	Oct 2023
Yale University, School of Management	Sep 2023
Marketing Science Institute (MSI) Webinar	Mar 2023
Hong Kong Polytechnic University, Dept of Logistics and Maritime Studies	Feb 2023
University of British Columbia, Sauder School of Business	Sep 2022
Peking University, Guanghua School of Management	Aug 2022
Monash University, Department of Economics	Sep 2021
University of Science and Technology of China, School of Management	May 2021
Joint Economic Theory Seminar by CUHK, HKU and HKUST	Nov 2020
University of North Carolina, Kenan-Flagler Business School	Nov 2020
London Business School	Jan 2020
University College London, School of Management	Nov 2019
University of Cambridge, Judge Business School	Nov 2019
Carnegie Mellon University, Tepper School of Business	Nov 2019
University of Florida, Warrington College of Business	Nov 2019
University of California, Riverside, School of Business Administration	Nov 2019
Chinese University of Hong Kong, Business School	Nov 2019
Columbia University, Graduate School of Business	Oct 2019
Purdue University, Krannert School of Management	Oct 2019
University of Illinois at Urbana-Champaign, Gies College of Business	Sep 2019
National University of Singapore, School of Business	Aug 2019
MIT, Sloan School of Management	Apr 2019
University of Washington Bothell, School of Business	Mar 2019
University of Washington Seattle, Department of Economics	Feb 2019
University of Washington Seattle, Foster School of Business	Jan 2019
Duke University, Fuqua School of Business	Jan 2018
Boston University, Questrom School of Business	Jan 2018
Hong Kong University of Science and Technology, Business School	May 2017
Peking University, Guanghua School of Management	Apr 2017
Temple University, Global Center for Big Data in Mobile Analytics	Apr 2017
University of Toronto, Rotman School of Management	Nov 2016
Yale University, School of Management	Oct 2016
Stanford University, Graduate School of Business	Sep 2016
Tsinghua University, School of Economics and Management	May 2016
Peking University, National School of Development	May 2016
University of Cambridge, Judge Business School	Dec 2014
University College London, School of Management	Dec 2014
MIT, Sloan School of Management	Nov 2014
Remin University of China, School of Business	Oct 2014
Chinese University of Hong Kong, Business School	Oct 2014
Washington University in St. Louis, Olin Business School	Oct 2014
University of Wisconsin at Madison, Wisconsin School of Business	Sep 2014

University of California, Riverside, School of Business Administration	Sep 2014
University of California, Berkeley, Haas School of Business	Sep 2014

CONFERENCE	Summer Institute of Competitive Strategy, UC Berkeley	Jul 2026
PRESENTATIONS	Workshop on Search and Platform, Canon Institute for Global Studies, Japan	Mar 2026
	Greater Bay Area Economics Conference, CUHK	Mar 2026
	12th China Meeting on Game Theory and Its Applications (keynote), Xi'an	Aug 2025
	CUHK Digital Economy Workshop	Jun 2025
	Greater Bay Area Economics Summer Workshop	Jun 2025
	Annual Meeting of NSFC Young Scientists in Business Studies (keynote)	Dec 2024
	Marketing Science Annual Conference, Sydney, Australia	Jun 2024
	HKUST-USC Digital Transformation Conference, HKUST	Mar 2024
	Asia-Pacific Industrial Organization Conference, HKUST	Dec 2023
	China India Insights Conference, Stanford University	Sep 2023
	Quantitative Marketing Conference, Xiamen University	Jul 2023
	North America Summer Meeting of Econometric Society, UCLA	Jun 2023
	Summer Institute of Competitive Strategy, UC Berkeley	Jun 2023
	Consumer Search and Switching Costs Workshop, Rotterdam	Jun 2023
	CCER Summer Institute, Chongli, Hebei, China	Jun 2023
	Hong Kong Quantitative Marketing Conference	Feb 2023
	Digital Economics Conference, Toulouse School of Economics	Jan 2023
	NBER Economics of Artificial Intelligence Conference, Toronto, Canada	Sep 2022
	Bass FORMS Conference, Online (discussant)	Mar 2022
	Consumer Search Digital Seminar, Online	Nov 2021
	Summer Institute of Competitive Strategy, UC Berkeley (discussant)	Aug 2021
	Society for the Advancement of Economic Theory Conference, Online	May 2021
	Bass FORMS Conference, Online	Feb 2021
	Conference on Web and Internet Economics (WINE), Peking University	Dec 2020
	Marketing Science Annual Conference, Online	Jun 2020
	Bass FORMS Conference, UT Dallas	Feb 2020
	Summer Institute of Competitive Strategy, UC Berkeley	Jun 2019
	Marketing Science Annual Conference, Rome, Italy	Jun 2019
	Behavioral IO and Marketing Symposium, Univ. of Michigan (discussant)	May 2019
	Faculty Development Forum, Washington University in St. Louis	May 2019
	International Industrial Organization Conference, Boston	Apr 2019
	Bass FORMS Conference, UT Dallas (discussant)	Feb 2019
	Summer Institute of Competitive Strategy, UC Berkeley (discussant)	Jun 2018
	North American Meeting of the Econometric Society, UC Davis	Jun 2018
	Marketing Science Annual Conference, Philadelphia, PA	Jun 2018
	Marketing-Industrial Organization Conference, Yale University	Apr 2018
	Bass FORMS Conference, UT Dallas	Mar 2018
	NET Institute Conference on Network Economics, NYU	Dec 2017
	Northeast Marketing Conference, Cornell University	Oct 2017
	Summer Institute of Competitive Strategy, UC Berkeley	Jun 2017
	Marketing Science Annual Conference, Los Angeles, CA	Jun 2017
	Workshop on Marketplace Innovation, Stanford University	Jun 2017
	Consumer Search and Switching Costs Workshop, University of Vienna	May 2017
	International Industrial Organization Conference, Boston	Apr 2017
	Northeast Marketing Conference, MIT	Sep 2016
	Theoretical Organization Models Conference, MIT	Jul 2016

Micro@Sloan, MIT	Jul 2016
Summer Institute of Competitive Strategy, UC Berkeley	Jul 2016
Marketing Science Annual Conference, Shanghai, China	Jun 2016
CEIBS Marketing Conference, CEIBS, China	Jun 2016
Consumer Search and Switching Costs Workshop, Zhejiang University	May 2016
Organization Economics Lunch, MIT	Apr 2016
INFORMS Annual Conference, Philadelphia, PA	Nov 2015
World Congress of Econometric Society, Montreal, Canada	Aug 2015
Micro@Sloan, MIT	Jul 2015
Summer Institute of Competitive Strategy, UC Berkeley	Jul 2015
Marketing Science Annual Conference, Baltimore, MD	Jun 2015
Network Science in Economics, Harvard University	May 2015
INFORMS Annual Conference, San Francisco, CA	Nov 2014
MSOM Annual Conference, Seattle, WA	Jun 2014
INFORMS Annual Conference, Minneapolis, MN	Oct 2013
POMS Annual Conference, Chicago, IL	Apr 2012

OUTSIDE
ACADEMIA

English Schools Foundation, Hong Kong Board of Governors	2023-2026
Spain China Council Foundation, Ministry of Foreign Affairs of Spain Chinese Future Leaders	Jun 2025
Charles Schwab, San Francisco Intern, Customer Analytics Team	Jun-Aug 2014
Walmart Labs, Mountain View Intern, Search Engine Marketing Team	May-Aug 2013
Xerox Research Centre Europe, Grenoble, France Intern, Machine Learning for Service Team	May-Aug 2012
Microsoft Research Asia, Beijing, China Intern, Joint Program with UCLA Institute for Pure and Applied Math	Jun-Sep 2009