T. TONY KE

柯 特

Room 1122, 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		
	The Chinese University of Hong Kong	
	Outstanding Fellow of the Faculty of Business Administration	2023-present
	Associate Professor of Marketing, Business School	2020-present
	Associate Professor (by courtesy) of Decisions, Operations and Technology	2023-present
	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. "Competitive Model Selection in Algorithmic Targeting." (with Ganesh Iyer)
   Marketing Science 43.6 (2024)

2. "Regulating Digital Piracy Consumption." (with Jieteng Chen and Yuetao Gao)
   Journal of Marketing Research 61.6 (2024)

3. "Peer-to-Peer Markets with Bilateral Ratings." (with Monic Sun and Baojun Jiang)
   Marketing Science 43.5 (2024)

4. "A Model of Product Portfolio Design: Guiding Consumer Search through Brand Positioning." (with Jiwoong Shin and Jungju Yu)
   Marketing Science 42.6 (2023)

5. "Privacy Rights and Data Security: GDPR and Personal Data Markets." (with K. Sudhir)
   Management Science 69.8 (2023) Featured Article

Earlier version published 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.

6. "Learning by Choosing: Career Concerns with Observable Actions." (with Christopher Li and Mikhail Safronov)
American Economic Journal: Microeconomics 15.2 (2023)

7. "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*

8. "Informational Complementarity." (with Song Lin)
Management Science 66.8 (2020)

9. "Searching for Service." (with Maarten Janssen)
American Economic Journal: Microeconomics 12.1 (2020)

10. "Optimal Learning Before Choice." (with Miguel Villas-Boas)
Journal of Economic Theory 180.3 (2019) 383-437

11. "Cooperative Search Advertising." (with Xinyu Cao)
Marketing Science 38.1 (2019)

12. "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*

13. "How Inventory Cost Influence Introduction Timing of Product Line Extensions?" (with Max Shen, and Shan Li)
Production and Operations Management 22.5 (2013)

OTHER
PUBLICATIONS

14. "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)

15. "Influence Maximization in Social Networks When Negative Opinions May Emerge and Propagate." (with Wei Chen, Alex Collins, Rachel Cummings, Zhenming Liu, David Rincon, Xiaorui Sun, Yajun Wang, Wei Wei, and Yifei Yuan)
SIAM International Conference on Data Mining (2011): 379-390

16. "Rapid Mid-Infrared Variability in Protostellar Disks." (with Hao Huang, and Douglas N.C. Lin)
Astrophysical Journal 745.1 (2012)

WORKING
PAPERS

17. "Information Design of Online Platforms." (with Song Lin and Michelle Lu)
accepted by 24th ACM Conference on Economics and Computation (EC 2023)
revise and resubmit, RAND Journal of Economics

18. "A Simple Micro-Founded Model of Repeat Buying Based on Continuous Information Tracking." (with Wee Chaimanowong)
revise and resubmit, Manufacturing & Service Operations Management

19. "From Canvas to Blockchain: Impact of Royalties on Art Market Efficiency." (with Xinyu Cao and Jieteng Chen)
    revise and resubmit, Management Science

20. "Searching for Breakthroughs with both Parallel and Sequential Learning." (with Wee Chaimanowong and Miguel Villas-Boas)
    revise and resubmit, Management Science

21. "Searching for Rewards." (with Jiwoong Shin and Xu Zhu)
    revise and resubmit, Management Science

22. "Dynamic Social Product Design and Fashion Classic." (with Chenxi Liao, Fei Long and Michelle Lu)
    revise and resubmit, Journal of Marketing Research

23. "An Empirical Model of Endogenous Attention." (with Tianyu Han and Miguel Villas-Boas)

24. "Attention Monetization via e-Commerce: Why Do People Buy Groceries on an Education App?" (with Jingcun Cao, Wee Chaimanowong and Mandy Hu)

TEACHING	*Instructor, CUHK*	
	CRM/ Customer Analytics (MS)	2021-present
	Special Topics on Economics of AI and Attention Economy (DBA)	2024
	Analytical Modeling in Marketing (PhD)	2022
	Instructor, MIT	
	Product Management Sprint (MBA)	2020
	Product Management (MBA)	2016-2019
	Analytical Modeling in Marketing (PhD)	2016
	Consumer Search Behaviors (PhD)	2018
	Graduate Student Instructor, UC Berkeley	
	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 & AWARDS	NSFC Excellent Young Scientist (¥2,000,000)	2024
	Young Researcher Award (HK$100,000), CUHK Business School	2024
	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, 23
	Marketing Science Service Award	2021, 22
	Management Science Distinguished Service Award	2018, 22
	Management Science 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		
	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:

Marketing Science	2024-present
Management Science	2024-present
Journal of Marketing Research	2025-present
Quantitative Marketing and Economics	2021-present
Special Issue on Digital Platforms, *Marketing Science*	2023

Editorial Board:

Marketing Science	2020-present
Journal of Marketing Research	2023-present

Referee for Marketing Journals:
  Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, International Journal of Research in Marketing

Referee for Economics Journals:
  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

Referee for OR/IS/CS Journals:
  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

Referee for Other Journals:
  Physica A, Business Strategy and the Environment

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)

ISMS Doctoral Consortium Faculty Fellow	2024
ISMS Doctoral Early-Stage Research Grants Selection Committee	2023
Track Chair, 43rd Marketing Science Conference	2021
External Reviewer, MPhil-PhD program in Marketing, CUHK(SZ)	2024-present

Business Administration Panel of Research Committee, CUHK	2024-2026
Department Academic Personnel Committee, Marketing Department, CUHK	2021-present
Department Executive Committee, Marketing Department, CUHK	2021-2023
PhD Admission Committee, Marketing Department, CUHK	2020-present
Faculty Hiring Search Committee, Marketing Department, CUHK	2020-present
MSc Program Committee, Marketing Department, CUHK	2022-present

PHD ADVISING

Dissertation Chair for:
 Xu Zhu (PhD from CUHK)
 Qiao Gong (PhD from CUHK, in progress)
 Jieteng Chen (PhD from CUHK, in progress)
 Wee Chaimanowong (PhD from University of Melbourne and PhD from 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

INVITED TALKS

Annual Meeting of NSFC Young Scientists in Business Administration (keynote)	Dec 2024
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 PRESENTATIONS	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

CORPORATE EXPERIENCES	English Schools Foundation, Hong Kong	
	Board of Governors	2023-2026
	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