T. TONY KE

柯 特

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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 Business Economics, Business School	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 (accepted)

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

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

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. "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)

8. "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*

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

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

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

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

13. "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*

14. "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

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. "Dynamic Social Product Design and Fashion Classic." (with Chenxi Liao, Fei Long and Michelle Lu)

22. "Searching for Rewards." (with Jiwoong Shin and Xu Zhu)

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

TEACHING	*Instructor, CUHK*	
	CRM/ Customer Analytics (MS)	2021-present
	Applied Business Management Research II (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		
	Research Excellence Award, Faculty of Business Administration, CUHK	2023
	Faculty Teaching Merit Award, CUHK Business School	2022-2023
	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		
	CUHK Funding for Impact Research Projects, HK$150,000	2024
	CUHK Award of Outstanding Fellowship, HK$250,000	2023
	CUHK Research Excellence Award, HK$200,000	2023
	CUHK Business School Direct Grant for Research, HK$90,000	2022
	Hong Kong Government RGC General Research Fund, HK$845,083	2022

CUHK Research Fellowship Scheme, HK$95,946		2022
CUHK Business School Direct Grant for Research, HK$40,000		2021
Hong Kong Government RGC General Research Fund, HK$395,993		2021
CUHK Business School Research Impact Enhancement Fund, HK$168,000		2020
MIT Sloan Junior Faculty Research Assistance Program, US$22,000		2018
NET Institute Summer Research Grant, US$3,000		2017

PROFESSIONAL SERVICES	Associate Editor:

Associate Editor:

Quantitative Marketing and Economics   2021-2024
Special Issue of 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, American Economic Review: Insights, Econometrica, Review of Economic Studies, 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 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

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

ISMS Doctoral Consortium Faculty Fellow	2024
ISMS Doctoral Early-Stage Research Grants Selection Committee	2023
Co-organizer of 43rd Marketing Science Conference	2021
Business Administration Panel of Research Committee, CUHK	2024-2026
Department Academic Personnel Committee, Marketing Department, CUHK	2021-2024
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, in progress)	
	Qiao Gong (PhD from CUHK, in progress)	
	Jieteng Chen (PhD from CUHK, in progress)	
	Zhuomin Chen (PhD from CUHK, in progress)	
	Dissertation Committee for:	
	Ailing Xu (PhD from HKUST, in progress)	
	Xinyu Cao (PhD from MIT, 2018), Placement: NYU Stern	
	Yuting Zhu (PhD from MIT, 2022), Placement: National University of Singapore	
	Keyan Li (PhD from MIT, 2024), Placement: University of Notre Dame	

INVITED TALKS	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	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
  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