

T. TONY KE

Room 1122, Cheng Yu Tung Building
12 Chak Cheung St, Shatin, N.T., Hong Kong

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

ACADEMIC POSITIONS	The Chinese University of Hong Kong Associate Professor of Marketing, Business School	2020-present
	Massachusetts Institute of Technology Assistant Professor of Marketing, Sloan School of Management Affiliated Faculty, Operations Research Center	2015-2020 2017-2020
	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 M.A., Economics M.A., Statistics	2015 2015 2012
	Peking University B.S., Physics B.S., Statistics	2010 2010
PUBLICATIONS	<ol style="list-style-type: none"> "Learning by Choosing: Career Concerns with Observable Actions." (with Christopher Li and Mikhail Safronov) <i>American Economic Journal: Microeconomics</i> (forthcoming) "Parallel Search for Information in Continuous Time—Optimal Stopping and Geometry of the PDE." (with Wenping Tang, Miguel Villas-Boas and Yuming Zhang) <i>Applied Mathematics and Optimization</i> 85.3 (2022) "Cheap Talk on Freelance Platforms." (with Yuting Zhu) <i>Management Science</i> 67.9 (2021) <ul style="list-style-type: none"> Media coverage: <i>Bloomberg Businessweek/Chinese Edition</i>, <i>China Business Knowledge</i>, <i>Britain in Hong Kong: British Chamber Magazine</i>, <i>EDigest</i> "Informational Complementarity." (with Song Lin) <i>Management Science</i> 66.8 (2020) "Searching for Service." (with Maarten Janssen) <i>American Economic Journal: Microeconomics</i> 12.1 (2020) 	

6. "Optimal Learning Before Choice." (with Miguel Villas-Boas)
Journal of Economic Theory 180.3 (2019) 383-437
7. "Cooperative Search Advertising." (with Xinyu Cao)
Marketing Science 38.1 (2019)
8. "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*
9. "How Inventory Cost Influence Introduction Timing of Product Line Extensions?" (with Max Shen, and Shan Li)
Production and Operations Management 22.5 (2013)

WORKING PAPERS

- "A Theory of Brand Positioning: Product-Portfolio View." (with Jiwoong Shin and Jungju Yu)
revise and resubmit, Marketing Science
- "Privacy Rights and Data Security: GDPR and Personal Data Markets." (with K. Sudhir)
revise and resubmit, Management Science
 - Media coverage: *Yale Insights*
- "Peer-to-Peer Markets with Bilateral Ratings." (with Baojun Jiang and Monic Sun)
revise and resubmit, Marketing Science
- "Pay to Lose: A Theory of Digital Co-op." (with Kinshuk Jerath and Fei Long)
- "A Micro-Founded Model of Repeat Buying Based on Information Tracking in Continuous Time." (with Wee Chaimanowong)
- "Information Design of Online Platforms." (with Song Lin and Michelle Lu)
- "Competitive Algorithmic Targeting and Model Selection." (with Ganesh Iyer)
- "Regulating Digital Piracy Consumption." (with Jieteng Chen and Yuetao Gao)

TEACHING

<i>Instructor, CUHK</i>		
Customer Relationship Management (MS)		2021-present
Analytical Modeling in Marketing (PhD)		2022
<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 & AWARDS	<i>Management Science</i> Distinguished Service Award	2018
	<i>Management Science</i> Meritorious Service Award	2017, 2020
	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 & GRANT	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 SERVICE	Associate Editor: <i>Quantitative Marketing and Economics</i>	2021-2024
	Editorial Board: <i>Marketing Science</i>	2020-present
	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, 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, Journal of Industrial Economics, Journal of Economic Dynamics and Control, Journal of Mathematical Economics, Review of Industrial Organization</i>	
	Referee for OR/IS 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</i>	
	Referee for Other Journals: <i>Physica A</i>	
	Reviewer for Awards and Grants: <i>Israel Science Foundation</i> <i>Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition</i>	

Track Chair for Marketing Science Conference	2021
PhD Admission Committee, Marketing Department, CUHK	2020-present
Department Academic Personnel Committee, Marketing Department, CUHK	2021-2024
Department Executive Committee, Marketing Department, CUHK	2021-2023

PHD
ADVISING

Dissertation Chair for:
Xu Zhu (PhD from CUHK, in progress)

Dissertation Committee for:
Yuting Zhu (PhD from MIT, 2022), Placement: National University of Singapore
Xinyu Cao (PhD from MIT, 2018), Placement: NYU Stern

INVITED
TALKS

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	NBER Economics of Artificial Intelligence Conference, Toronto	Sep 2022
PRESENTATIONS	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 Workshop, University of Vienna, Austria	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 Workshop, Zhejiang University, China	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 EXPERIENCE	Intern, Charles Schwab, San Francisco	Jun-Aug 2014
	Intern, Walmart eCommerce, Mountain View	May-Aug 2013
	Intern, Xerox Research Centre Europe, Grenoble, France	May-Aug 2012
	Consultant, Facebook, Palo Alto	Jan-May 2011
	Intern, Microsoft Research Asia, Beijing, China	Jun-Sep 2009
	Practice Reporter, Chutian Metropolis Daily, Hubei, China	May 2005

OTHER PUBLICATIONS	"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) <i>SDM2011: SIAM International Conference on Data Mining</i> (2011): 379-390.
	"Rapid Mid-Infrared Variability in Protostellar Disks." (with Hao Huang, and Douglas N.C. Lin) <i>The Astrophysical Journal</i> 745.1 (2012): 60.