

## T. TONY KE

柯特

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CURRENT POSITIONS	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
	English Schools Foundation	
	Member, Board of Governors	2023-2026
PAST POSITIONS & EMPLOYMENT	Massachusetts Institute of Technology	
	Assistant Professor of Marketing, Sloan School of Management	2015-2020
	Faculty Member, Operations Research Center	2017-2020
	Simons Laufer Mathematical Sciences Institute, Berkeley	
	Research Member, Program for Mathematics and Computer Science of 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
	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	
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	
ACCEPTED & PUBLISHED PAPERS	1. "A Model of Product Portfolio Design: Guiding Consumer Search through Brand Positioning." (with Jiwoong Shin and Jungju Yu) <i>Marketing Science</i> (accepted)	
	2. "Privacy Rights and Data Security: GDPR and Personal Data Markets." (with K. Sudhir)	

*Management Science* 69.8 (2023) Featured Article  
Earlier version published in 16<sup>th</sup> Conference on Web & Internet Economics (WINE 2020)

- Media coverage: *Yale Insights*, *Management Science Blogs*
- Policy impact: cited at the legislation signing ceremony of *Public Act 22-15*, a Connecticut law that enacts consumer data privacy protection

3. "Learning by Choosing: Career Concerns with Observable Actions." (with Christopher Li and Mikhail Safronov)

*American Economic Journal: Microeconomics* 15.2 (2023)

4. "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)

5. "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*

6. "Informational Complementarity." (with Song Lin)

*Management Science* 66.8 (2020)

7. "Searching for Service." (with Maarten Janssen)

*American Economic Journal: Microeconomics* 12.1 (2020)

8. "Optimal Learning Before Choice." (with Miguel Villas-Boas)

*Journal of Economic Theory* 180.3 (2019) 383-437

9. "Cooperative Search Advertising." (with Xinyu Cao)

*Marketing Science* 38.1 (2019)

10. "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*

11. "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

12. "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.

13. "Rapid Mid-Infrared Variability in Protostellar Disks." (with Hao Huang, and Douglas N.C. Lin)

*Astrophysical Journal* 745.1 (2012): 60.

WORKING  
PAPERS

14. "Peer-to-Peer Markets with Bilateral Ratings." (with Monic Sun and Baojun Jiang)  
*revise and resubmit, Marketing Science*

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

16. "Regulating Digital Piracy Consumption." (with Jieteng Chen and Yuetao Gao)

*revise and resubmit, Journal of Marketing Research*

17. "Competitive Model Selection in Algorithmic Targeting." (with Ganesh Iyer)  
*NBER Working Paper 31002*  
*revise and resubmit, Marketing Science*
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. "Searching for Breakthroughs." (with Wee Chaimanowong and Miguel Villas-Boas)
20. "Pay to Lose in Digital Co-op." (with Kinshuk Jerath and Fei Long)
21. "NFT Royalties and Art Market Efficiency." (with Xinyu Cao and Jieteng Chen)

TEACHING

*Instructor, CUHK*

CRM/ Customer Analytics (MS)	2021-present
Seminar on 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
<i>Marketing Science</i> Service Award	2021, 2022
<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

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 SERVICE	<p>Associate Editor: <i>Quantitative Marketing and Economics</i> 2021-2024</p> <p>Editorial Board: <i>Marketing Science</i> 2020-present <i>Journal of Marketing Research</i> 2023-present</p> <p>Referee for Marketing Journals: <i>Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, International Journal of Research in Marketing</i></p> <p>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></p> <p>Referee for OR/IS Journals: <i>Management Science, Operations Research, Manufacturing &amp; Service Operations Management, MIS Quarterly, Information Systems Research, Production and Operations Management, Service Science, OMEGA, Journal of the Operational Research Society</i></p> <p>Referee for Other Journals: <i>Physica A, Business Strategy and the Environment</i></p> <p>Reviewer for Awards and Grants: <i>Research Grants Council (RGC) of Hong Kong</i> <i>Israel Science Foundation</i> <i>Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition</i></p> <p>ISMS Doctoral Early-Stage Research Grants Selection Committee 2023 Co-organizer of 43<sup>rd</sup> Marketing Science Conference 2021 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 2022-2023</p>
PHD ADVISING	<p><i>Dissertation Chair for:</i> Xu Zhu (PhD from CUHK, in progress) Qiao Gong (PhD from CUHK, in progress) Jieteng Chen (PhD from CUHK, in progress)</p> <p><i>Dissertation Committee for:</i> Keyan Li (PhD from MIT, in progress) Yuting Zhu (PhD from MIT, 2022), Placement: National University of Singapore Xinyu Cao (PhD from MIT, 2018), Placement: NYU Stern</p>
INVITED TALKS	<p>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</p>

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	China India Conference, Stanford University	Sep 2023
PRESENTATIONS	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