

September 4, 2003

TECK-HUA HO

Office:
Marketing Group
Hass School of Business
University of California, Berkeley
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ACADEMIC EXPERIENCE

EDUCATION

University of Pennsylvania, The Wharton School, *Ph.D.* (Decision Sciences), May 1993.

University of Pennsylvania, The Wharton School, *M.A.* (Decision Sciences), May 1991.

National University of Singapore, *M. Sc.* (Computer and Information Sciences), May 1989.

National University of Singapore, *B. Eng.* (Electrical Engineering), 1st Class Honors, May 1985.

UNIVERSITY POSITIONS

University of California, Berkeley, Haas School of Business

William Halford, Jr. Family Professor of Marketing, July 2002 to present.

Co-director, Berkeley Experimental Social Sciences Laboratory, 2003 July to Present.

University of Pennsylvania, The Wharton School

Associate Professor of Marketing (with tenure), July 1999 - June 2002.

Associate Professor of Marketing, July 1997- June 1999.

University of California, Los Angeles, The Anderson School

Assistant Professor of Operations and Technology Management, July 1994- June 1997.

National University of Singapore

Lecturer, July 1993- June 1994.

Visiting Professor, June 2000 – July 2000; June 2001 – July 2001, June 2002-July 2002.

COURSES TAUGHT

Technology and Operations Management (MBA)
Marketing Research (MBA and Undergraduate)
Marketing and Electronic Commerce (MBA and Undergraduate)
Marketing Proseminar (Ph.D.)
Internet Pricing Models (Wharton Fellows in E-Business Program)
Pricing Policy (MBA)
Marketing Core Course (Undergraduate)

PUBLICATIONS

A. Articles published in refereed journals

1. Ho, T-H. and Raman, K. S., "Effect of GDSS and Elected Leadership on Small Group Meetings," *Journal of Management Information Systems*, 8 (1991), 109-133.
2. Watson, R., Ho, T-H., and Raman, K. S., "Culture: A Fourth Dimension of Group Support Systems," *Communications of the ACM*, 37, 10 (1994), 44-55.
3. Camerer, C. and Ho, T-H., "Violations of the Betweenness Axiom and Nonlinearity in Probability," *Journal of Risk and Uncertainty*, 8 (1994), 167-196.
4. Ho, T-H., "Finite Automata Play Repeated Prisoner's Dilemma with Information Processing Costs," *Journal of Economic Dynamics and Control*, 20 (1996), 173-207.
5. Cohen, M., Eliashberg, J., and Ho, T-H., "New Product Development: The Performance and Time-to-Market Tradeoff," *Management Science*, 42 (1996), 173-186.
6. Ho, T-H. and Weigelt, K., "Task Complexity, Equilibrium Selection, and Learning: An Experimental Study," *Management Science*, 42 (1996), 659-679.
7. Chan, T., Chung, S-L., and Ho, T-H., "An Economic Model to Estimate Software Rewriting and Replacement Times," *IEEE Transactions on Software Engineering* 22 (1996), 580-599.
8. Cohen M., Eliashberg, J., and Ho, T-H., "An Anatomy of a Decision-Support System for Developing and Launching Line Extensions," *Journal of Marketing Research*, 34 (1997), 117-129.
9. Ho, T-H., Camerer, C., and Weigelt, K. "Iterated Dominance and Iterated Best-Response in Experimental p -Beauty Contests," *The American Economic Review*, 88 (1998), 947-969.

10. Camerer, C. and Ho, T-H, "EWA Learning in Coordination Games: Probability Rules, Heterogeneity, and Time Variation," *Journal of Mathematical Psychology*, 42 (1998), 305-326.
11. Bell, D., Ho, T-H., and Tang C., "Determining Where to Shop: Fixed and Variable Costs of Shopping," *Journal of Marketing Research*, 35 (1998), 352-369.
12. Ho, T-H., Tang, C., and Bell, D., "Rational Shopping Behavior and the Option Value of Variable Pricing," *Management Science*, 44 (1998), 145-160. [Lead Article]
13. Camerer, C. and Ho, T-H., "Experience-weighted Attraction Learning in Normal-form Games," *Econometrica*, 67 (1999), 837-874.
14. Cohen, M., Eliashberg, J., and Ho, T-H. "An Analysis of Several New Product Performance Metrics," *Manufacturing & Service Operations Management*, 4 (2000), 337-349.
15. Tang, C., and Bell, D., Ho, T-H. "Store Choice and Shopping Behavior: How Price Format Works?" *California Management Review*, 43 (2001), 56-74.
16. Chong, J-K., Ho, T-H., and Tang, C. "A Modeling Framework for Category Assortment Planning," *Manufacturing & Service Operations Management*, 3:3 (2001), 191-210.
17. Camerer, C. Ho, T-H., and Chong, J-K. "Sophisticated Learning and Strategic Teaching," *Journal of Economic Theory*, 104 (2002), 137-188.
18. A panel of 13 researchers including myself "Auctions: Research Opportunities in Marketing," *Marketing Letters*, 13:3 (2002), 281-296.
19. Ho, T-H., Savin, S. and Terwiesch, C. "Managing Demand and Sales Dynamics in Constrained New Product Diffusion," *Management Science*, 48:2 (2002), 187-206.
20. Rhim, H., Ho, T-H., Karmarkar, U. "Competitive Location, Production, and Market Selection," *European Journal of Operations Research*, 149 (2003): 211-228.
21. Ho, T-H. and Chong, J-K. "A Parsimonious Model of SKU Choice," *Journal of Marketing Research*, Vol. XL (August 2003), 351-365.
22. Colin Camerer, Teck-Hua Ho, and Juin-Kuan Chong, "Models of Thinking, Learning, and Teaching in Games," *The American Economic Review*, Papers and Proceedings, Vol. 93(2), 2003, 192-195.
23. Ho, T-H and Zheng, Y-S. "Modeling Delivery-Time Commitment: An Integrated Marketing-Operations Perspective," *Management Science*, forthcoming.

24. Cohen, C., Ho, T-H, Ren, J. and Terwiesch, C. "Measuring Imputed Costs in Semiconductor Equipment Supply Chain," *Management Science*, forthcoming

B. Other articles, including chapters in books

1. Ho, T-H., Raman, K. S., and Watson, R., "Group Decision Support Systems: The Cultural Factor," in *Proceedings of the Tenth International Conference on Information Systems*, Boston, 1989, 119-129. (refereed)
2. Chan, T., Chung, S-L., and Ho, T-H., "Timing of Software Replacement," in *Proceedings of the Fifteenth International Conference on Information Systems*, Vancouver, 1994, 291-307. (refereed)
3. Cohen, M., Eliashberg, J., and Ho, T-H. "New Product Design Strategy Analysis: A Modeling Framework," in *Management of Design: Engineering and Management Perspectives*, Dasu, S. and Eastman, C. (Eds.), Kluwer Academic Publishers, 1994, 45-60.
4. Ho, T-H. and Weigelt, K., "Game Theory and Competitive Strategy," in *Wharton on Dynamic Competitive Strategies*, Day, G. and Reibstein, D. (Eds.), John Wiley & Sons, 1998, 127-150.

Reprinted in de Wit, B. and Meyer, R. *Strategy: Process, Content, Context*. International Thomson Business Press, 1998.

5. Camerer, C. and Ho, T-H., "Experience-weighted Attraction Learning in Games: Estimates from Weak-Link Games," in *Games and Human Behavior: Essays in Honor of Amnon Rapoport*, Budescu, D., Egev, I., and Zwick, R. (Eds.), Lawrence Erlbaum Associations, Inc., 1999, 31-52. (refereed)
6. Cohen, M., Ho, T-H. and Matsuo, H. "Operations Planning in the Presence of Innovative Diffusion Dynamics," in *New Product Diffusion Models*, Mahajan, V., Muller, E., and Wind, J. (Eds.), Kluwer Academic Publishers, 2000, 237-262. (refereed)
7. Camerer, C. and Ho, T-H., "Strategic Learning and Teaching," in Hoch, S. and Kunreuther, H. (Eds.), *Wharton on Decision Making*, John Wiley & Sons, 2001, 159-175.
8. Camerer, C., Hsia, D. and Ho, T-H. "EWA Learning in Bilateral Call Markets," in *Experimental Business Research*, Zwick, R. and Rapoport, A. (Eds.), New York: Kluwer Academic Publishers, *in press*. (refereed)
9. Camerer, C. and Ho, T-H., "Learning and Equilibrium in Games," in *Handbook of Experimental Economics Results*, Plott, C. and Smith, V. (Eds.), *in press*.

C. Book editing

1. Ho, T-H. and Tang, C. (Eds.), *Research Advances in Product Variety Management*, Kluwer Academic Publishers, 1998. (226 pages)

D. Articles under review or revision

1. Camerer, C. Ho, T-H. and Chong J-K. "A Cognitive Hierarchy Theory of One-Shot Games," (2nd Review at *Quarterly Journal of Economics*), 2003.
2. Ho, T-H. and K. Weigelt, "Trust Building Among Strangers" (Under revision for *Journal of Economic Behavior and Organization*), 2002.
3. Ho, T-H., Camerer, C. and Chong, J-K. "Economic Value of EWA Lite: A Functional Theory of Learning in Games," (1st review at *American Economic Review*), 2003.
4. Camerer, C., Ho, T-H, and Chong, J-K. "Strategic Teaching and Equilibrium Models in Repeated Trust and Entry Games," (Under revision for *Games and Economic Behaviors*), 2002.
5. Ho, T-H, Wang, X., and Camerer, C. "Individual Differences in the EWA Learning with Partial Payoff Information," (Under revision for *Management Science*), 2002.
6. Bradlow, E., Hu, Y. and Ho, T-H. "A Learning-based Model for Imputing Missing Levels in Partial Conjoint Profiles," (1st review at *Journal of Marketing Research*), 2003.
7. Chan T-Z. and Ho, T-H., "Human Capital in Software Maintenance: Programming and Application-Specific Knowledge," (1st review at *IEEE Transactions on Engineering Management*), 2003.

D. Working papers

1. Chong, J-K, Ho, T-H., and Tang, C. "Demand Modeling in Product Line Trimming: Substituability and Variability," 1995.

E. Work in progress

- "An Empirical Theory of Games" (with Colin Camerer and Juin-Kuan Chong)
- "A Theory of Lowest Price Guarantee" (with Noah Lim)

“B2B Contract Design” (with Juanjuan Zhang)
“Price Competition Under Limited Supply” (Tony Cui)
“Effects of Group Size in Learning” (with W. Amaldoss)
“Monitoring and Trust Building” (with M. Schweitzer)

UNIVERSITY ACTIVITIES

COMMITTEE RESPONSIBILITY

Anderson School Doctoral Council, 1996
Wharton School International Committee, 1998
Wharton Marketing Department, Chairman, IT Committee, 1999
Wharton Marketing Department, Recruitment Committee, 2000
Wharton Marketing Department, Chairman, Curriculum Committee, 2000
Wharton School Dean Council on Research, 2000
Wharton School MBA Curriculum Committee, 2000
NUS (Singapore), Faculty Promotion and Tenure Committee, Chair, 2001-2003
Haas School MBA Program Committee, 2002
Haas School Marketing Group, Recruitment Committee, 2003
Haas School MBA Program Committee, Chair, 2003
Hass School Policy and Planning Committee, 2003 -

DOCTORAL DISSERTATION COMMITTEES

Taizan Chan, Queensland University of Technology – Advisor
Hosun Rhim, Hanyang University, Korea - Member
Juin-Kuan Chong, National University of Singapore – Advisor
Sergei Savin, Columbia University – Member
Ming Ding, Pennsylvania State University – Member
Eric M. Eisenstein, Cornell University – Member
Justin Ren, Boston University, Co-advisor

PROFESSIONAL ACTIVITIES

EDITORIAL ACTIVITIES

Editorships

Management Science

Guest Co-Editor for Special Issue on Marketing and Operations Interfaces, 2001
Associate Editor, Decision Analysis Department, 1998 to present
Associate Editor for Interdisciplinary Research Department, 2000-2003
Associate Editor for Special Responsibilities, 1998 –1999.

IIE Transactions

Associate Editor, 1996 to 2000
IEEE Transactions on Engineering Management
Associate Editor, 2001 to present

Editorial boards

California Management Review, 2002 to Present
Review of Marketing Science, 2001 to present
Quantitative Marketing and Economics, 2001 to Present
Manufacturing and Service Operations Management, 1996 to present
Economic Inquiry, 1996-2002.

Occasional Reviewer

Econometrica
European Journal of Operations Research
Experimental Economics
Games and Economic Behavior
Journal of Economic Behavior and Organization
Journal of Economic Theory
Journal of Marketing Research
Marketing Science
MIS Quarterly
National Science Foundation, USA (Economics, DRMS)
National Science Foundation, Canada
National Science Foundation, Hong Kong
Operations Research
Sloan Management Review

ORGANIZING PROFESSIONAL PROGRAMS

Session Chair, “OR Research/Application in Singapore,” ORSA/TIMS National Meeting, Los Angeles, 1994.

Cluster Chair, “New Product Development” and “Marketing-Production Interfaces,” TIMS International Meeting, Singapore, 1995.

Session Chair, “Dynamic Marketing-Production Interfaces,” and “New Product Portfolio Management,” INFORMS National Meeting, New Orleans, 1995.

Session Chair, “Marketing-Production Coordination” and “Product Variety Management,” INFORMS National Meeting, San Diego, 1997.

Session Chair, “Product Variety and Store Choice” and “Learning in Games and Decisions,” INFORMS National Meeting, Dallas, October 1997.

LECTURING

Presentations at National and International Conferences

“Finite Automata Play Repeated Prisoner’s Dilemma with Information Processing Costs,” International Conference of Game Theory, Florence, Italy, 1991.

“Violations of the Compound Lottery Reduction Axiom: Evidence and Interpretation,” ORSA/TIMS National Meeting, Orlando, 1992.

“New Product Development Performance, Timing, and the Marketing-Manufacturing Interface,” ORSA/TIMES National Meeting, San Francisco, 1992.

“Modeling Delivery-Time Commitment,” TIMS International Meeting, Singapore, 1995.

“Demand Modeling in Line Extension,” INFORMS National Meeting, New Orleans, 1995.

“Rational Shopping and the Option Value of Variable Pricing,” INFORMS National Meeting, Atlanta, 1996.

“Experience-weighted Attraction Learning in Games,” Marketing Science, Berkeley, 1997.

“Rational Shopping and the Option Value of Variable Pricing,” Marketing Science, Berkeley, 1997.

“Experience-weighted Attraction Learning in Games,” INFORMS National Meeting, Dallas, 1997.

“Rational Shopping and the Option Value of Variable Pricing,” INFORMS National Meeting, Dallas, 1997.

“Experience-based Reinforcement and Response Sensitivity in SKU Choice,” Marketing Science, INSEAD, France, 1998.

“Experience-based Reinforcement and Response Sensitivity in SKU Choice,” Choice Symposium, HEC, France, 1998.

“A Parsimonious Model of SKU Choice” INFORMS Marketing Science Conference, Syracuse University, Syracuse, 1999.

“Trust building Among Strangers,” ACR Conference, Columbus, 1999.

“Experience-weighted Attraction Learning in Games,” ACR Conference, Columbus, 1999.

“Experience-weighted Attraction Learning in Games,” First Asian Conference on Experimental Business Research, Hong Kong, 1999.

“An Experimental Study of Three Internet Pricing Mechanisms,” ACR Conference, Salt Lake City, 2000.

“An Experimental Study of Three Internet Pricing Mechanisms,” Choice Symposium, Berkeley, 2001.

“A Cognitive Hierarchy Theory of One-shot Games,” Bay Area Marketing Colloquia at Stanford, 2003

Guest Lecturer at Faculty Research Seminars

Caltech, 1997

Carnegie-Mellon University, 1993, 2003

Cornell University, 1998

Columbia University, 1993

Duke University, 1999

Hong Kong University of Science and Technology, 1997

Harvard, 2003

INSEAD, 1998

Massachusetts Institute of Technology, 2000

National University of Singapore, 1999, 2000, 2001, 2002

Singapore Management University, 2000, 2001, 2002

Stanford University, 1996, 2003
Texas A&M University, 1997
University of California, Berkeley, 1998
University of California, Irvine, 1996
University of California, Los Angeles, 1993, 1997
University of Chicago, 2000
University of Florida, 1999
University of Pennsylvania, 1996, 1998, 1999
University of Texas, Austin, 1993
University of Texas, Dallas, 2000
Washington University in St Louis, 2000

PROFESSIONAL AFFILIATIONS

American Economic Association
Economic Science Association
The Institute of Operations Research and Management Science (INFORMS)

RESEARCH GRANTS

NSF (\$245,000) to study “Collaborative Research: Iterative Rationality and Learning in Non-cooperative Games,” with Colin Camerer, 1995-1997.

NSF (\$227,000) to study “Collaborative Research: Experience-weighted Attraction Learning in Games,” with Colin Camerer, 1998-2000.

NSF (\$430,000) to study “Collaborative Research: Sophisticated EWA Learning and Strategic Teaching in Repeated Games,” with Colin Camerer, 2000-2003.

SMU-Wharton Research Center (\$56,000) to study “Co-shopping Behavior,” with Jehoshua Eliashberg, 2000-2001.

SMU-Wharton Research Center (\$125,000) to study “Electronic Market Institutions,” with Stephen Hoch, 2000-2002.

INTEL (\$220,000) to study “Supply Contracting in High-Tech Industry,” with Morris Cohen and Christian Terwiesch, 2000-2001.

Hewlett Packard (\$50,000) to study “Design of Distribution Contracts,” 2003.

FELLOWSHIPS AND HONORS

University Fellowship, University of Pennsylvania, 1990-1991
ARCO Chemical Dissertation Fellowship, University of Pennsylvania, 1992
Operations Research Society Doctoral Colloquium Fellow, Stanford, 1992.
George Dantzig Best Dissertation Award, Honorable Mention, 1994
Deloitte and Touche Award for Management Field Study, Advisor, UCLA, 1996
Helen Kardon Moss Anvil Teaching Award, Finalist, Wharton, 2000
Faculty Fellow, AMA Doctoral Consortium, Minnesota, 2003
Cheit Teaching Award (Day Time MBA), Honorable Mention, 2003

CONSULTING

CAMPBELL'S SOUP (1992-1996)
INTEL (1998-2001)
INFORMATION RESOURCE INC (2001-2002)
BOEING (2002)
IGINE (2003-)
SLINGSHOT SOLUTIONS (2001-)
NUS, AMERICA (2003-)

MEDIA COVERAGE

Cited and quoted in:
Asian Wall Street Journal, 28 August 2000
3 articles in [Knowledge@Wharton](#), 2000
Baltimore Sun, May 10, 2002
Real Simple Magazine, March 2002
Tri-Valley Herald, 4 September 2003

PERSONAL INFORMATION

Birth date: May 10, 1961
Visa Status: United States Permanent Resident
Spouse: Ling Ling Low
Children: Jia Hui and Qi Zheng Ho