

GUO Liang

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Education

Ph.D in Business Administration, University of California at Berkeley, 2004
MSc in Business Administration, National University of Singapore, 2000
B.A in Economics, Beijing University, 1997

Academic Positions

2014–	Professor, Chinese University of Hong Kong
2010–2014	Associate Professor, Hong Kong Univ. of Science & Technology
2010–2014	Senior Wei Lun Fellow, Hong Kong Univ. of Science & Technology
2010–2011	Visiting Associate Professor, Chung Kung Graduate School of Business
2004–2010	Assistant Professor, Hong Kong Univ. of Science & Technology

Research Interests

Economics of Psychology
Marketing Strategy
Industrial Organization
Applied Economics

Honors and Awards

- Cheung Kong Chair Professorship, the Chinese Ministry of Education (MOE)
- Recognized by American Marketing Association as one of the Top 50 Scholars in Marketing and related fields, based on productivity in the top 4 Marketing journals in 2009-2013
- Invited faculty member for INFORMS Marketing Society Doctoral Consortium, 2012
- Dean's Recognition of Excellent Teaching Performance, HKUST, Fall 2006, Fall 2009, Fall 2011
- Meritorious Service Award, *Management Science*, 2009, 2013
- Marketing Science Institute's 2009 Young Scholars Program
- Recognized as one of the best reviewers with "Most Completed Reviews" and "Fastest Turnaround," *Marketing Science*, 2005, 2006, 2007
- AMA-Sheth Doctoral Consortium Fellow, University of Minnesota, 2003
- UC Regents Fellowship, University of California at Berkeley, 2000-2004
- Rafael Rodriguez/Golden Age Fellowship, University of California at Berkeley, 2000-2002

Professional Services

Associate Editor: *Management Science, Quantitative Marketing and Economics*

Editorial Board: *Marketing Science, International Journal of Research in Marketing*

Reviewer:

International Journal of Industrial Organization, Journal of Economics and Management Strategy, Journal of the European Economic Association, Journal of Industrial Economics, Journal of International Business Studies, Journal of Marketing Research, Managerial and Decision Economics, Marketing Letters, Operations Research, Production and Operations Management, AMA Summer Educator Conference, Hong Kong RGC, Israel Science Foundation, Marketing Science Institute

Research Grants

- “*The Rationality of Anchoring in Economic Valuations*,” General Research Fund (14503615), Hong Kong RGC, 2015-2018, PI
- “*Elicitation Procedures and Preference Reversals: A Rational Approach*,” General Research Fund (16500614), Hong Kong RGC, 2015-2017, PI
- “*A Rational Account of the Compromise Effect: Theory and Experiment*,” General Research Fund (690913), Hong Kong RGC, 2013-2015, PI
- “*Inequity Aversion and Fair Selling*,” School-based Initiatives (SBI12.BM19), HKUST, 2011-2012, PI
- “*The Benefits of Strategic Store Expansion in a Distribution Channel*,” Direct Allocation Grant (DAG_S08/09.BM16), Hong Kong RGC, 2009-2010, PI
- “*Voluntary Quality Disclosure and Market Interaction: Theoretical and Experimental Analysis*,” General Research Fund (641708), Hong Kong RGC, 2008-2011, PI
- “*Assessing the Impact of Consumption Uncertainty on Consumer Choice: A Structural Approach*,” Competitive Earmarked Research Grant (HKUST6464/05H), Hong Kong RGC, 2005-2007, PI
- “*Consumption Flexibility, Product Configuration and Market Competition*,” Direct Allocation Grant (DAG04/05.BM46), Hong Kong RGC, 2004-2005, PI

Publications

- Guo, L., “Contextual Deliberation and Preference Construction,” forthcoming at *Management Science*
- Guo, L., and X. Meng (2015), “Digital Content Provision and Optimal Copyright Protection,” *Management Science*, 61 (5), 1183-1196
- Guo, L. (2015), “Inequity Aversion and Fair Selling,” *Journal of Marketing Research*, 52 (1), 77-89.
- Guo, L., T. Li, and H. Zhang (2014), “Strategic Information Sharing in Competing Channels,” *Production and Operations Management*, 23 (10), 1719-1731.
- Guo, L., and G. Iyer (2013), “Multilateral Bargaining and Downstream Competition,” *Marketing Science*, 32 (3), 411-430.
- Guo, L., and J. Zhang (2012), “Consumer Deliberation and Product Line Design,” *Marketing Science*, 31 (6), 995-1007
- Guo, L. (2010), “Capturing Consumption Flexibility in Assortment Choice from Scanner Panel Data,” *Management Science*, 56 (10), 1815-1832

- Guo, L., and G. Iyer (2010), “Information Acquisition and Sharing in a Vertical Relationship,” *Marketing Science*, 29 (3), 483-506
- Guo, L. (2009), “Service Cancellation and Competitive Refund Policy,” *Marketing Science*, 28 (5), 901-917
- Guo, L. (2009), “Quality Disclosure Formats in a Distribution Channel,” *Management Science*, 55 (9), 1513-1526
- Guo, L., and Y. Zhao (2009), “Voluntary Quality Disclosure and Market Interaction,” *Marketing Science*, 28 (3), 488-501
- Guo, L. (2009), “The Benefits of Downstream Information Acquisition,” *Marketing Science*, 28 (3), 457-471
- Guo, L., and J. M. Villas-Boas (2007), “Consumer Stockpiling and Price Competition in Differentiated Markets,” *Journal of Economics and Management Strategy*, 16 (4), 827-858
- Guo, L. (2006), “Removing the Boundary between Structural and Reduced-Form Models,” *Marketing Science*, 25 (6), 629-632
- Guo, L. (2006), “Consumption Flexibility, Product Configuration, and Market Competition,” *Marketing Science*, 25 (2), 116-130. [Lead Article]

Selected Working Papers

- “Capacity Sharing under Competition” (with Xiaole Wu)
- “Consumer Deliberation and Quality Signaling” (with Yue Wu)
- “Compromise Effects Explained by Contextual Deliberation Reveal the Rationality in Preference Construction” (with Wenbo Wang)
- “Rational Anchoring in Economic Valuations” (with L. Jeff Hong)

Invited Presentations

- “Contextual Deliberation and Preference Construction,” Fudan University, 2013; Shanghai University of Finance and Economics, 2013; Nanjing University, 2013; National University of Singapore, 2013; University of Southern California, 2013; University of California, Riverside, 2013; New York University, 2013; University of Rochester, 2013; Chinese University of Hong Kong, 2013; Nankai University, 2013; Tsinghua University, 2013; Texas A&M University, 2014; University College London, 2014; INSEAD, 2014; Workshop on Behavioral Science, Fudan University, 2014; Hong Kong Polytechnic University, 2015; Wuhan University, 2015
- “Inequity Aversion and Fair Selling,” National University of Singapore, 2012; City University of Hong Kong, 2012; Fudan University, 2012; Shanghai Jiaotong University, 2012
- “Asymmetric Pricing Policies in Chain Store Competition,” Beijing University, 2010
- “Capturing Consumption Flexibility in Assortment Choice from Scanner Panel Data,” Cheung Kong Graduate School of Business, 2010; Tsinghua University, 2010; Beijing University, 2010; University of Texas, Dallas, 2010
- “Digital Content Provision and Optimal Copyright Protection,” Keynote speaker, JMS Annual Conference, Tianjin, 2009; University of California at Berkeley, 2010
- “Information Acquisition and Sharing in a Vertical Relationship,” Cheung Kong Graduate School of Business, 2008; Beijing University, 2008
- “Social Communication and Durable Goods Pricing,” City University of Hong Kong, 2007
- “Consumption Flexibility, Product Configuration and Market Competition,” Beijing University, 2003; Hong Kong University of Science and Technology, 2003; University of Texas at Dallas, 2003; University of Toronto, 2003

Conference Presentations

- “Rational Anchoring in Economic Valuations,” UT Dallas FORMS Conference, Dallas, February 2014
- “Contextual Deliberation and Preference Construction,” Marketing Science Conference, Istanbul, Turkey, July 2013; Econometric Society Asia Meeting, Singapore, August 2013
- “Inequity Aversion and Fair Selling,” INFORMS International Conference, Beijing, June 2012; Summer Institute in Competitive Strategy, Berkeley, CA, July 2012
- “Multilateral Bargaining and Downstream Competition,” Marketing Science Conference, Boston, MA, June 2012
- “Consumer Thinking and Product Line Design,” Marketing Science Conference, Cologne, Germany, June 2010; Summer Institute in Competitive Strategy, Berkeley, CA, July 2010
- “Differentiation in Price Competition Policy,” Marketing Science Conference, Cologne, Germany, June 2010
- “Information Acquisition and Sharing in a Vertical Relationship,” Summer Institute in Competitive Strategy, Berkeley, CA, July 2008; Marketing Scholar Forum, Hong Kong, June 2009; International forum on the Interface of Marketing and Operations Management, Hong Kong, December 2009
- “Strategic Information Transmission,” Marketing Science Institute’s 2009 Young Scholars Program, Park City, UT, March 2009
- “Social Communication and Durable Goods Pricing,” Marketing Science Conference, Vancouver, Canada, June 2008
- “A Strategic Analysis of Channel Expansion,” Future of Distribution Channels Research Conference, Philadelphia, PA, May 2006
- “A Structural Model of Temporal and Horizontal Variety Choice,” Marketing Science Conference, Atlanta, GA, June 2005
- “Decomposing the Dynamic Effects of Price on Brand Choice: Should Price vs. Would Price,” Marketing Science Conference, Maryland, June 2003

Teaching Interests

Marketing Engineering
Pricing Strategy
Marketing Management
Marketing Strategy

Courses Taught

Quantitative Marketing, Undergraduate, CUHK, 2014/15, 2015/2016 (2nd term)
Marketing Engineering, MSc in Marketing, CUHK, 2014/15, 2015/2016 (2nd term)
Pricing Strategy, MBA, HKUST, Fall 2011, 2012
Pricing Strategy, Undergraduate, HKUST, Fall 2009, 2011, 2012, 2013
Seminar on Marketing Strategy Models, PhD, HKUST, Fall 2005, 2007, 2009, 2011, 2013
Marketing, Finance MBA, CKGSB, Fall 2010
Marketing Information and Decision Making, Undergraduate, HKUST, Fall 2006, 2007, 2008
Advanced Marketing Research, Undergraduate, HKUST, Fall 2005
Marketing Engineering: Analysis, Planning and Decision, Undergraduate, HKUST, Spring 2005

Thesis Committee/Examination

PhD Thesis Committee:

Wei Huang, Department of Economics, HKUST, 2014

Jia Jia, Department of ISOM, HKUST, 2011

Tian Li, Department of ISOM, HKUST, 2010

Robin Chark, Department of Marketing, HKUST, 2010

PhD Thesis Examination Chairman:

Zhichao Cao (Supervised by Yunhao Liu), Department of CSE, HKUST, 2013

Bo Yan, Department of Biochemistry, HKUST, 2012

MPhil Thesis Committee:

Yuxuan Zhang, Department of Marketing, HKUST, 2013

Zuihui Xiao, Department of Logistics and Maritime Studies, HK Polytechnic University, 2011

Hua Wang, Department of Marketing, HKUST, 2004