

T. TONY KE

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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	2015-2020
	Affiliated Faculty, Operations Research Center	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	2015
	M.A., Economics	2015
	M.A., Statistics	2012
	Peking University B.S., Physics	2010
	B.S., Statistics	2010
	PUBLICATIONS	"Cheap Talk on Freelance Platforms." (with Yuting Zhu) <i>Management Science</i> (forthcoming)
	"Informational Complementarity." (with Song Lin) <i>Management Science</i> 66.8 (2020) 3699-3716	
	"Searching for Service." (with Maarten Janssen) <i>American Economic Journal: Microeconomics</i> 12.1 (2020) 188-219	
	"Optimal Learning Before Choice." (with Miguel Villas-Boas) <i>Journal of Economic Theory</i> 180.3 (2019) 383-437	
	"Cooperative Search Advertising." (with Xinyu Cao) <i>Marketing Science</i> 38.1 (2019) 44-67	
	"Search for Information on Multiple Products." (with Z. Max Shen and Miguel Villas-Boas) <i>Management Science</i> 62.12 (2016) 3576–3603	
	• <i>Finalist, Frank M. Bass Award, 2017 and 2018</i>	
	"How Inventory Cost Influence Introduction Timing of Product Line Extensions?" (with Z.	

Max Shen, and Shan Li)
Production and Operations Management 22.5 (2013) 1214-1231.

WORKING
PAPERS

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

revise and resubmit, American Economic Journal: Microeconomics

"Pay to Lose: A Theory of Digital Co-op." (with Kinshuk Jerath and Fei Long)

revise and resubmit, Marketing Science

"Privacy Rights and Data Security: GDPR and Personal Data Driven Markets." (with K. Sudhir)

revise and resubmit, Management Science

"A Theory of Brand Positioning: Product-Portfolio View." (with Jiwoong Shin and Jungju Yu)

revise and resubmit, Marketing Science

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

reject and resubmit, Marketing Science

"Parallel Search for Information in Continuous Time—a PDE Approach." (with Wenping Tang, Miguel Villas-Boas and Yuming Zhang)

WORK IN
PROGRESS

"Personalization Trap." (with Michelle Y. Lu and Song Lin)

"Rational Spamming." (with Xinyu Cao and John Hauser)

"Diffusion of Rumors in Social Networks." (with Jeremy Yang)

TEACHING

Instructor, Chinese University of Hong Kong
Customer Relationship Management (Master)

2021

Course Creator and 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 AND AWARDS	<i>Management Science</i> Distinguished Service Award	2018	
	<i>Management Science</i> Meritorious Service Award	2017	
	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 AND GRANT	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</i>		
	Referee for Economics Journals: <i>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 Economic Dynamics and Control, 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, Physica A</i>		
	Reviewer for Awards and Grants: <i>Israel Science Foundation</i> <i>Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition</i>		
	PhD admission committee, Marketing Department, CUHK	2020	
	PH.D. ADVISING	Committee Member for: Keyan Li (PhD from MIT, in progress) Yuting Zhu (PhD from MIT, in progress) Xinyu Cao (PhD from MIT graduated in 2018), Placement: NYU Stern	
	MASTER ADVISING	Kanika Almadi, System Design and Management, MIT	

INVITED TALKS	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	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.