

# 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

- INFORMS Society for Marketing Science Doctoral Consortium Faculty Fellow, 2012, 2016, 2017
- Research Excellence Award, CUHK, 2015/16
- 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
- Meritorious Service Award, *Management Science*, 2009, 2013
- Dean's Recognition of Excellent Teaching Performance, HKUST, Fall 2006, Fall 2009, Fall 2011
- 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*

Senior Editor: *Production and Operations Management*

Reviewer:

*Econometrica, International Economic Review, 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, Marketing Science, Operations Research, Production and Operations Management, AMA Summer Educator Conference, Hong Kong RGC, Israel Science Foundation, Marketing Science Institute*

Chair: Search Committee for Editor-in-Chief of *Marketing Science* 2021

## Research Grants

- “A Structural Model of Assortment Choice: Theory and Empirical Analysis,” General Research Fund (14501321), Hong Kong RGC, 2022-, PI, HK\$ 611,993
- “Limited Memory and Contract Overchoice: Theory and Experiment,” General Research Fund (14500519), Hong Kong RGC, 2020-2022, PI, HK\$ 541,693
- “Predicting Context Dependent Choices by Contextual Deliberation: A Multimethod Study,” General Research Fund (14502117), Hong Kong RGC, 2018-2021, PI, HK\$ 726,766
- “The Rationality of Anchoring in Economic Valuations,” General Research Fund (14503615), Hong Kong RGC, 2016-2019, PI, HK\$ 920,000
- “Elicitation Procedures and Preference Reversals: A Rational Approach,” General Research Fund (16500614), Hong Kong RGC, 2015-2018, PI, HK\$ 444,489
- “A Rational Account of the Compromise Effect: Theory and Experiment,” General Research Fund (690913), Hong Kong RGC, 2013-2016, PI, HK\$ 488,000
- “Voluntary Quality Disclosure and Market Interaction: Theoretical and Experimental Analysis,” General Research Fund (641708), Hong Kong RGC, 2008-2011, PI, HK\$ 1,088,500
- “Assessing the Impact of Consumption Uncertainty on Consumer Choice: A Structural Approach,” Competitive Earmarked Research Grant (HKUST6464/05H), Hong Kong RGC, 2005-2007, PI, HK\$ 469,536

## Publications

- Guo, L., “The Mnemonics of Contractual Screening,” forthcoming at *Management Science*
- Guo, L., “Gathering Information before Negotiation,” forthcoming at *Management Science*
- Guo, L., “Strategic Communication before Price Haggling: A Tale of Two Orientations,” forthcoming at *Marketing Science*
- Yang, C., L. Guo, and S. X. Zhou, “Customer Satisfaction, Advertising Competition, and Platform Performance,” forthcoming at *Production and Operations Management*
- Guo, L., “Testing the Role of Contextual Deliberation in the Compromise Effect,” forthcoming at *Management Science*
- Guo, L. (2021), “Partial Unravelling and Strategic Contract Timing,” *Management Science*, 67 (12), 7719–7736.
- Guo, L. (2021), “Contextual Deliberation and the Choice-Valuation Preference Reversals,” *Journal of Economic Theory*, 195 (July), 105285.

- Guo, L. (2021), “Endogenous Evaluation and Sequential Search,” *Marketing Science*, 40 (3), 413-427.
- Gardete, P., and L. Guo (2021), “Prepurchase Information Acquisition and Credible Advertising,” *Management Science*, 67 (3), 1696-1717.
- Gao, L., L. Guo, and A. Orsdemir (2021), “Dual Channel Distribution: The Case for Information Asymmetry,” *Production and Operations Management*, 30 (2), 494-521.
- Guo, L. (2020), “Upstream Exploitation and Strategic Disclosure,” *Marketing Science*, 39 (5), 923-938.
- Guo, L. (2020), “Anticipatory Consumptions,” *Management Science*, 66 (8), 3717–3734.
- Guo, L., and X. Wu (2018), “Capacity Sharing between Competitors,” *Management Science*, 64 (8), 3554-3573.
- Guo, L. (2016), “Contextual Deliberation and Preference Construction,” *Management Science*, 62 (10), 2977-2993.
- Guo, L., and Y. Wu (2016), “Consumer Deliberation and Quality Signaling,” *Quantitative Marketing and Economics*, 14 (3), 233-269.
- 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**

- “Recovering the Anchoring of Economic Valuations,” conditional accepted at *AEJ: Microeconomics*

- “Overage Charge or Loyalty Discount: When Should Extra Consumptions be Penalized or Rewarded?” minor revision at *Marketing Science*
- “When More Equal Consumptions Improve Efficiency: Optimal Intervention Policies for Anti-Pandemic Resources” (with Xun Xu), revise and resubmit at *Marketing Science*
- “Unifying Procedure-Dependent Preference Reversals: Theory and Experiments,” revise and resubmit at *Management Science*
- “The Voice of Customers in Customization,” revise and resubmit at *Management Science*
- “Bargaining Timing and Price Transparency in Supply Chains,” revise and resubmit at *Management Science*
- “The Credibility of Communication in a Pandemic,” revise and resubmit at *Journal of Marketing Research*

## Invited Presentations

- “Strategic Communication before Price Hagglng: A Tale of Two Orientations,” NYU Shanghai, 2021
- “The Mnemonics of Contractual Screening,” University of Toronto, 2020; University of Science and Technology of China, 2021
- “The Mnemonics of Contract Overchoice,” Beijing University, 2019; Nanjing University 2019
- “Endogenous Deliberation and the Anchoring of Economic Valuations,” International Workshop on Brain and Managerial Decision Making, Zhejiang University, 2019
- “Testing the Role of Contextual Deliberation in the Compromise Effect,” Sun Yat-Sen University, 2016; Beijing University, 2017; Xiamen University, 2017; Yale University, 2017; MIT, 2017; City University of Hong Kong, 2018; Monash Marketing Camp, 2019; Wuhan Economics and Management Advanced Forum, keynote, 2019
- “Shopping for Assortments,” The 9<sup>th</sup> Operations and Supply Chain Management Workshop, ECUST Business School, China, July 2018
- “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

- “The Voice of Customers in Customization,” Marketing Science Conference, University of Chicago (virtual), June 2022
- “The Mnemonics of Contractual Screening,” Marketing Science Conference, University of Rochester (virtual), June 2021
- “Endogenous Deliberation and the Anchoring of Economic Valuations,” Marketing Science Conference, Rome, Italy, June 2019
- “Contextual Deliberation and Procedure-Dependent Preference Reversals,” Econometric Society Asia Meeting, Hong Kong, June 2017; Marketing Science Conference, Los Angeles, CA, June 2017; China Great Bay Area Experimental Economics Workshop, June 2018
- “The Causes of the Compromise Effect,” Marketing Science Conference, Shanghai, China, June 2016; D-TEA Workshop, Paris, France, June 2016
- “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**

Marketing Engineering, MSc in Marketing, CUHK, 2014-  
Marketing Engineering, Undergraduate, CUHK, 2014-  
Advanced Seminar in Marketing: Models and Technologies, PhD, CUHK, 2017 (2nd term), 2019  
(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