T. TONY KE

Room 1122, Cheng Yu Tung Building
12 Chak Cheung St, Shatin, N.T., Hong Kong

https://sites.google.com/view/kete
tonyke@cuhk.edu.hk

EMPLOYMENT	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
	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)
Marketing Science (accepted)

2. "Privacy Rights and Data Security: GDPR and Personal Data Markets." (with K. Sudhir)
Management Science (accepted)
   - Media coverage: *Yale Insights*
   - 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 (accepted)

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

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

"Information Design of Online Marketplaces." (with Song Lin and Michelle Lu)

"Competitive Model Selection in Algorithmic Targeting." (with Ganesh Iyer)

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

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

"A Simple Micro-Founded Model of Repeat Buying Based on Continuous Information Tracking." (with Wee Chaimanowong)

TEACHING	*Instructor, CUHK*	
	CRM/ Customer Analytics (MS)	2021-present
	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	*Management Science* Distinguished Service Award	2018
	Management Science 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 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	Associate Editor:	
	Quantitative Marketing and Economics	2021-2024
	Editorial Board:	

Marketing Science 2020-present

Referee for Marketing Journals:
Marketing Science, Management Science, Journal of Marketing Research, Quantitative Marketing and Economics, International Journal of Research in Marketing

Referee for Economics Journals:
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

Referee for OR/IS Journals:
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

Referee for Other Journals:
Physica A

Reviewer for Awards and Grants:
Israel Science Foundation
Marketing Science Institute Clayton Doctoral Dissertation Proposal Competition

Track Chair for 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

PHD
ADVISING

Dissertation Chair for:
Xu Zhu (PhD from CUHK, in progress)
Jieteng Chen (PhD from CUHK, in progress)

Dissertation Committee for:
Yuting Zhu (PhD from MIT, 2022), Placement: National University of Singapore
Xinyu Cao (PhD from MIT, 2018), Placement: NYU Stern

INVITED
TALKS

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 PRESENTATIONS	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 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