LIM Wei Shi (林伟诗)
Department of Marketing
NUS Business School
National University of Singapore
Date of CV: January 2018

EDUCATION

- Chartered Financial Analyst, 2000.
- London School of Economics, Ph.D., 1996.
- Nanyang Technological University, Postgraduate Diploma in Education, 1991.
- National University of Singapore, B.Sc. (First Class Honors), 1990.
- National University of Singapore, B.Sc., 1989

WORK EXPERIENCE

- Sabbatical Leave, July-Dec 2017.
- Director, Office of the Vice President (University and Global Relations), 2015 – 2017.
- Associate Professor (With Tenure) in Marketing, NUS Business School, National University of Singapore, 2002 – present.
- Associate Professor, Joint Appointment in University Scholar's Program, National University of Singapore, 2005 – 2007.
- Assistant Professor in Decision Sciences, NUS Business School, National University of Singapore, 1998-2001.
- Lecturer in Decision Sciences, NUS Business School, National University of Singapore, 1996-1998.
- Teaching Assistant, London School of Economics, 1994-1996.
- Senior Tutor, NUS Business School, National University of Singapore, 1992-1996.

AWARDS, RECOGNITION & HONORS

- *Management Science* Meritorious Service Award, 2013
- Long Service Award in NUS, 2013, 2008, 2003.
- Awarded $2,000 for outstanding research in 2009.
- Outstanding Researcher Award (Marketing Department) 2003/04.
- Society of Instrument and Control Engineers (Japan) International Scholarship, 1996.
- National University of Singapore Overseas Postgraduate Scholarship, 1993-1996.
- Public Service Commission Local Merit Scholarship (Teaching), 1986-1990.

JOURNAL ARTICLES

- ***Marketing***

1. Gao Yini Sarah, Lim Wei Shi and Tang Christopher. 2017. "Entry of Copycats of Luxury Brands, *Marketing Science*, 36(2), 272-289.

   Commentary, "Keeping up with the copycats", Business World, 22 December 2017.

   Commentary, "Mainland-made copycats triumph", South China Morning Post, 12 August 2017.

   Commentary, "Fakes can be better than the real thing? Don't buy it!", The Business Times, 25 June 2016.

2. Gao Yini Sarah, Lim Wei Shi and Tang Christopher. 2016. "The Impact of the Potential Entry of Copycats: Entry Conditions, Consumer Welfare, and Social Welfare", *Decision Sciences*, accepted.
3. Chua Geoffrey Ang, Lim Wei Shi and Yeo Wee Meng. 2016. "Market structure and the value of overselling under stochastic demands", *European Journal of Operational Research*, 252(3), 900-909.
4. Lim Wei Shi and Tang Christopher. 2013. "Advance Selling in the Presence of Speculators and Forward Looking Consumers", *Production and Operations Management*, 22(3), 571-587.
5. Lim Wei Shi and Tan Soo Jiuan. 2010. "Outsourcing suppliers as downstream competitors: Biting the hand that feeds", *European Journal of Operational Research*, 203(2), 360-369.
6. Lim Wei Shi 2009. "Overselling in a competitive environment: Boon or bane?", *Marketing Science*, vol. 28(6), 1129-1143.

   Commentary, "Overselling: Boon or Bane?" , The Business Times, 18 June 2011.

   Commentary, "竞争环境中的过度销售", Shanghai's Business Value (商业价值), August 2011.

7. Lim Wei Shi and Tan Soo Jiuan. 2009. "Using brand equity to counter outsourcing opportunism: A game-theoretic approach", *Marketing Letters*, 20(4), 369-383.

   Commentary "Long-term perspective key to outsourcing decisions", The Business Times, 8 April 2011.

8. Lim Wei Shi, Lee-Partridge Joo Eng and Tan Soo Jiuan. 2008. "Revenue implication of auction value in *k*-price sealed-bid auctions: An experimental study", *Marketing Letters*, vol. 19(1), 25-38.
9. Lim Wei Shi and Tang Christopher. 2006. "Au auction model arising from an Internet search service provider", *European Journal of Operational Research*, vol. 172(3), 956-970.
10. Lim Wei Shi and Tang Christopher. 2006. "Optimal product rollover strategies", *European Journal of Operational Research*, vol. 174(2), 905-922.

11. Lim Wei Shi. 2001. "Producer-Supplier Contracts with Incomplete Information", *Management Science,* vol.47, no.5, 709-715. (SSCI: 74; Google Scholar: 241)

- ***Interface of Marketing & Operations Strategy***

12. Lim Wei Shi, Ou Jihong and Teo Chung Piaw. 2003. "Inventory cost effect of consolidating several one-warehouse multi-retailer systems", *Operations Research*, vol. 51(4), 668-672.
13. Lim Wei Shi. 2000. "A lemon's market? An incentive scheme to induce truth telling in third party logistics providers", *European Journal of Operational Research*, vol. 125(3), 519-525.
14. Lee Khai Sheang, Lim Guan Hua and Lim Wei Shi. 2003. "Succession and survival of family business", *Academy of Management Review*, vol. 28(4), 657-666. (SSCI: 69; Google Scholar: 326)

- ***Operations Research (Rendezvous Search)***

15. Alpern Steve and Lim Wei Shi. 2002. "Rendezvous of three agents on the line", *Naval Research Logistics*, vol.49, 244-255.
16. Alpern Steve and Lim Wei Shi. 1998. "The symmetric rendezvous-evasion game", *SIAM Journal of Control and Optimization*, vol.36, no.3, 948-959.
17. Lim Wei Shi. 1997. "A rendezvous-evasion game on discrete locations with joint randomization", *Advances in Applied Probability*, vol.29, no.4, 1004-1017, 1997.
18. Lim Wei Shi and Alpern Steve and Beck Anatole. 1997. "Rendezvous search on the line with more than two players", *Operations Research*, vol.45, no.3, 357-364.
19. Lim Wei Shi and Alpern Steve. 1996. "Minimax rendezvous on the line", SIAM *Journal of Control and Optimization*, vol.34, no.5, 1650-1665.

- ***Others***

20. Lim Wei Shi. 1997. "Mulitstage R&D competition and patent policy", *Journal of Economics*, vol.68, no.2, 153-173.
21. Lim Wei Shi and Wee Chow Hou. 1994. "Entrepreneurship: A review with implications for future research", *Journal of Small Business and Entrepreneurship*, vol.11, no.4, 25-49.
22. Lim Wei Shi and Wee Chow Hou. 1994. "The Chinese entrepreneurs: an exploratory study", *Journal of Small Business and Entrepreneurship*, vol.11, no.3, 27-38.

RESEARCH PERFORMANCE STATISTICS (2017)

	Social Science Citation Index	**Google Scholar**
Total citations	344	1173
h-index	10	14

ARTICLES IN BOOKS

1. "Rendezvous-evasion as a multi-stage game", *Annals of the International Society of Dynamic Games*, Birkhauser, vol. 5, 137-150, 2000.

RESEARCH GRANTS

- NUS Research Grant No. R-316-000-062-112, "Optimal auction format from the seller's perspective", SGD9,500, July 2006 – July 2007.
- NUS Research Grant No. R-314-000-025-112, "Auctions on the Internet: When, where & how", SGD100,000, May 2000-April 2003.
- NUS Research Grant No. R-314-000-027-112, "In search of a rendezvous", SGD9,190, February 2000 - February 2002.

CONFERENCE & RESEARCH PRESENTATIONS (From 2009-)

- "Online platform's efforts to combat counterfeits of luxury brands", NUS, Department of Economics, September 2017.
- "Entry of Copycats of Luxury Brands" with S.Y. Gao and C. Tang, Fudan School of Economics and Management, November 2016.
- "The impact of wealth on expert-induced demand" with Xiaoyan Xu, INFORMS Marketing Science, June 16, 2016.
- Gao, S., Lim, W.S. and Tang, C., "The Implications of Potential Entry of Copycats: Pricing Strategies, Consumer Surplus and Social Welfare", POMS July 2014, Singapore.
- "Refunds in Advance Selling of Services As a Price-Discrimination Mechanism" with Zhang, Z. and Z. Wang, Marketing Science Conference, June 2012.
- "Provision of varying levels of information service in e-commerce with free-riding: Is the more the merrier?" with Chung-Chi Hsieh, IFORS, July 2011.
- "Overselling with multi-period demand uncertainty: Is it always profitable?" with Wee Meng Yeo, INFORMS Marketing Science, June 18, 2010, IFORS, July 2011.
- "Optimal dynamic pricing strategies in the presence of speculators and forward looking consumers: Are speculators friends or foes?" with Christopher Tang, Hong Kong University of Science and Technology, December 6, 2010, IFORS, July 2011.
- "Overselling in a competitive environment: Boon or bane?" The International Forum on the Interface of Marketing and Operations Management, Hong Kong University of Science and Technology Business School, 15-16 December 2009, INFORMS Annual Meeting, San Diego, 11-14 October 2009, Nanyang Technological University, February 2009.

Ph.D. THESIS COMMITTEE

Zhang Haodong (2014)

Yeo Wee Meng (2011)

Ng Cheng Leng, Lena Irene (2005)

Ph.D. STUDENTS SUPERVISED/MENTORED

Yuetao GAO (Assistant Professor, Xiamen University (2016))

Yini GAO (Assistant Professor, Singapore Management University (2017))

Xiaoyan XU (currently Year 3, Department of Marketing, NUS Business School)

Qinshen TANG (currently Year 3, Department of Decision Sciences, NUS Business School)

TEACHING EXPERIENCE[1]

- Undergraduate
  - MKT4413 Pricing Models and Strategy (4.476/5.00; 4.00/5.00)
  - MKT3513 Game Theory & Strategic Analysis (4.000/5.00, 4.182/5.00)
- MBA
  - BMA5509 Marketing Strategy and Game Theory (4.063/5.00)

- PhD Seminar
  - BZD6001 Model Building Workshop I (4.932/5.00)[2]
  - BMK6108 Game Theory I (5.00/5.00; 4.80/5.00)
  - BMK6109 Game Theory II (5.00/5.00)

Other modules taught previously include Marketing Management (Undergraduate), Marketing Science (MBA and undergraduate), Game Theory – An Interdisciplinary Approach (University Scholars Program).

SERVICE IN RESEARCH COMMUNITY

- Editorial Review Board of Production and Operations Management Journal (http://www.poms.org/journal/review_board/), 2015 -
- Consultative Committee (Mathematics Curriculum), Ministry of Education (Singapore) 2010, 2013
- Regular reviewer for Research Grant Council of Hong Kong
- Regular reviewer for Management Science, Marketing Science, Manufacturing & Service Operations Management, Decision Sciences, Production and Operations Management, Omega

[1]The most recent teaching ratings are listed.

[2] This is a core module for all PhD students in the Business School under the Quantitative Track.

SERVICE IN NUS BUSINESS SCHOOL

- Faculty Research Committee (January 2005 - 2017)
- PhD & MSc Committee (January 2005 – December 2007, January 2009 –)
- Judging Panel for CEREBRATION, an MBA Case Competition organized by NUS Business School (March 2005, 2011, 2013)
- Regular recruitment interviews for MBA candidates
- Marketing Department Recruitment Committee (January 2003 – December 2008)
- Examiner for Asia Pacific EMBA (Chinese), 2008
- Advisor to undergraduates in the University Scholars Program (July 2005 – May 2007)
- Faculty BBA Curriculum Review Committee (July 1999 - June 2003)
- Co-ordinator of Department Seminar Series (January 2004 - 2006)
- Department Workload Committee (January 2005 – December 2005)
- Department Curriculum Committee (July 2002 - December 2004)
- Department Workload Committee (January 2003 - Dec 2003)
- Marketing Department Review Committee (April 2002 - June 2003)
- Talent Development Program, Mentor (1999 - 2000)
- Editorial Board, Bizad News (1997 - 1999)

CONSULTING & EXECUTIVE EDUCATION

- 2-Day Game Theory Workshop (Tuas Power Generation Pte. Ltd.), March 2017
- Marketing Management Program (Chinese), November 2003
- Civil Service College, April 2002
- Ministry of Defense Advanced Program, July 2000
- Singapore Pools (Private) Limited, 1999