

Curriculum Vitae

Chong Juin-Kuan (张均权)
Department of Marketing
NUS Business School
National University of Singapore
15 Kent Ridge Drive, Singapore 119245
Tel: (65) 6516-6154; Fax: (65) 6779-5941
[E-mail: bizcjk@nus.edu.sg](mailto:bizcjk@nus.edu.sg)

[ORCID: 0000-0002-5187-8652](#)

[ResearcherID: C-2446-2008](#)

[Scopus Author ID: 7102639967](#)

EDUCATION

University of California at Los Angeles, The Anderson School, Ph.D. in Management (1999).

University of Canterbury, B.Sc. (Hons) in Operations Research, First Class Honors (1990).

PROFESSIONAL HISTORY

Tenure Track Appointment

National University of Singapore (新加坡国立大学)

Associate Professor (2005 - current), Marketing and Economics

Assistant Professor (1999 - 2004), Decision Science and Marketing

Senior Tutor (1991 - 1998), Decision Science

Sungkyunkwan University, Seoul, Korea (成均馆大学)

Associate Professor (2004 - 2006), Marketing

Visiting Appointment

Massachusetts Institute of Technology, Faculty Fellow (Aug – Dec, 2004)

California Institute of Technology, Visiting Associate (Sep – Dec, 2000)

Research Appointment

Center for Behavioral Economics, NUS, Deputy Director (2011 – now)

Institute of Data Science, NUS,

Executive Committee (2019 – now)

Faculty Affiliate (2016 – now)

Management Appointment

Vice Dean, PhD & Research, NUS Business School (Sep 2016 – Jun 2019)

Academic Director, EMBA Chinese, NUS Business School (Jul 2008 – Jul 2013)

RESEARCH

1. No Magic for Market Entry in the Field: Evidence from Taxi Market. Forthcoming at *Management Science*. With Xiaoyu Xia. <https://doi.org/10.1287/mnsc.2021.4099>
2. Identification and Estimation of Endogenous Peer Effects using Partial Network Data from Multiple Reference Groups. *Management Science*. Published online 13 Jan 2021. With Sadat Reza and Puneet Manchanda. <https://doi.org/10.1287/mnsc.2020.3769>
3. High Profile Football Matches in Europe are Associated with Traffic Accidents in Asia: An Archival Study. *BMJ*. (The British Medical Journal), 371:m4465, 2020. With Kai Chi Yam, Joshua Conrad Jackson, Tsz Chun Lau, Qin Xin, and Christopher Barnes. <http://dx.doi.org/10.1136/bmj.m4465>
4. Hazards Regression for Freemium Products and Services: A Competing Risks Approach. *Journal of Statistical Computation and Simulation*. 87(9), pp. 1863-1876, 2017. With Dacheng Chen and Jialiang Li. doi:[10.1080/00949655.2017.1292275](https://doi.org/10.1080/00949655.2017.1292275)
5. Yellow taxis have fewer accidents than blue taxis because yellow is more visible than blue. *Proceedings of the National Academy of Science (PNAS)*. 114(12), pp. 3074-3078, 2017. With Teck-Hua Ho and Xiaoyu Xia. doi:[10.1073/pnas.1612551114](https://doi.org/10.1073/pnas.1612551114)
6. A Generalized Cognitive Hierarchy Model of Games. *Games and Economic Behavior*. Vol. 99, pp. 257-274, 2016. With Teck-Hua Ho and Colin Camerer. doi:[10.1016/j.geb.2016.08.007](https://doi.org/10.1016/j.geb.2016.08.007)
7. A Psychological Approach to Strategic Thinking in Games. *Current Opinion in Behavioral Sciences*. 3(1), pp. 157-162, 2015. With Colin Camerer and Teck-Hua Ho. doi:[10.1016/j.cobeha.2015.04.005](https://doi.org/10.1016/j.cobeha.2015.04.005)
8. Determining Optimal Assortment: Forecasting Demand of New Products and Estimating Substitution Pattern. Commentary on Rocket Science Retailing by Marshall Fisher. *Operations Research*. 57(3), (Online Commentary), 2009. With Teck-Hua Ho.
9. How to Outsmart Your Competitors: Some Lessons from Behavioral Game Theory. (in Chinese) [“在战略博弈中比对手领先一步”, *北大商业评论*, 第三期, 2009年]. *PKU Business Review*. PKU Publishing, China. Vol. 3, pp. 40-43, 2009.
10. Learning and Equilibrium in Games. *Handbook of Experimental Economics Results*, Chapter 66, Vol. 1, edited by Charles R. Plott & Vernon L. Smith, North-Holland: Amsterdam, The Netherlands, pp. 607-618, 2008. With Colin Camerer and Teck-Hua Ho. doi:[10.1016/S1574-0722\(07\)00066-2](https://doi.org/10.1016/S1574-0722(07)00066-2)
11. Self-tuning Experience Weighted Attraction Learning in Games. *Journal of Economic Theory*. 133(1), pp. 177-198, 2007. With Teck-Hua Ho and Colin Camerer. doi:[10.1016/j.jet.2005.12.008](https://doi.org/10.1016/j.jet.2005.12.008)
12. A Learning-based Model of Repeated Games with Incomplete Information. *Games and Economic Behavior*. 55(2), pp. 340-371, 2006. With Teck-Hua Ho and Colin Camerer. doi:[10.1016/j.geb.2005.03.009](https://doi.org/10.1016/j.geb.2005.03.009)
13. Behavioral Game Theory: Thinking, Learning and Teaching. *Advances in Understanding Strategic Behavior* edited by Steffen Huck, Palgrave Macmillan: Hampshire, UK, pp. 119-179, 2005. With Colin Camerer and Teck-Hua Ho. doi:[10.1057/9780230523371_8](https://doi.org/10.1057/9780230523371_8)

14. A Cognitive Hierarchy Model of Thinking in Games. *Quarterly Journal of Economics*. 119(3), pp. 861-898, **2004**. With Colin Camerer and Teck-Hua Ho. doi:[10.1162/0033553041502225](https://doi.org/10.1162/0033553041502225)
15. Demand Modeling in Product Line Trimming: Substitutability and Variability. *Managing Business Interfaces: Marketing, Engineering, and Manufacturing Perspectives*, edited by A. Chakravarty & J. Eliashberg, Mass.: Kluwer, pp. 39-62, **2004**. With Teck-Hua Ho and Chris Tang.
16. Cognitive Hierarchy: A Limited Thinking Theory in Games. *Experimental Business Research*, edited by Rami Zwick & Amnon Rapoport, Kluwer Academic Publishers: Norwell, MA and Dordrecht, the Netherlands, Vol III, pp. 203-228, **2004**. With Colin Camerer and Teck-Hua Ho.
17. Models of Thinking, Learning and Teaching in Games. *American Economic Review (Papers and Proceedings)*. 93(2), pp.192-195, **2003**. With Colin Camerer and Teck-Hua Ho. doi:[10.1257/000282803321947038](https://doi.org/10.1257/000282803321947038)
18. A Parsimonious Model of SKU Choice. *Journal of Marketing Research*. 40(3), pp. 351-365, **2003**. With Teck-Hua Ho. doi:[10.1509/jmkr.40.3.351.19232](https://doi.org/10.1509/jmkr.40.3.351.19232)
19. Sophisticated EWA Learning and Strategic Teaching in Repeated Games. *Journal of Economic Theory*. 104(1), pp.137-188, **2002**. With Colin Camerer and Teck-Hua Ho. doi:[10.1006/jeth.2002.2927](https://doi.org/10.1006/jeth.2002.2927)
20. A Modeling Framework for Category Assortment Planning. *Manufacturing & Service Operations Management*. 3(3), pp. 191-210, **2001**. (Lead Article). With Teck-Hua Ho and Chris Tang. <https://doi.org/10.1287/msom.3.3.191.9891>
21. Product Structure, Brand Width and Brand Share. *Research Advances in Product Variety*, edited by Teck-Hua Ho & Chris Tang, Mass.: Kluwer, pp. 39-64, **1998**. With Teck-Hua Ho and Chris Tang.
22. A Fast Algorithm for Large-scale Controlled Rounding of 3-Dimensional Census Tables. *Socio-economic Planning Science*. 31(1), pp. 41-55, **1997**. With Brendan J. Ring and John A. George. doi:[10.1016/S0038-0121\(96\)00024-9](https://doi.org/10.1016/S0038-0121(96)00024-9)
23. Confidentiality Control of Tabulated Data: Some Practical Network Models. *European Journal of Operational Research*. 85(3), pp. 454-472, **1995**. With John A. George and Brendan J. Ring. doi:[10.1016/0377-2217\(94\)00024-7](https://doi.org/10.1016/0377-2217(94)00024-7)
24. Controlled Rounding of Three-dimensional Census Tables. *Proceedings of the 27th Annual Conference of The Operational Research Society of New Zealand* (joint conference with the New Zealand Production and Inventory Control Society), pp. 17-23, **1991**. (Best conference paper award). With Brendan J. Ring.

Research Grants

On-going

1. Co-PI, "Diabetes Clinic of the Future", Industry Alignment Fund Pre-Positioning (IAF-PP), **2019–2023** (S\$13,500,000). A healthcare project driven by a multidisciplinary team consisting of researchers from SingHealth, AStar and NUS. Main PI in NUS.

2. Co-PI, "Service Productivity and Innovation Research", Social Science Research Council Thematic Grant, 2017–2022 (S\$4,744,628). <http://bschool-spire.nus.edu.sg/>

Completed

3. PI, "Social Intelligence in Online Network", Ng Teng Fong Charitable Foundation Research Fund, 2017–2018 (S\$33,560).
4. PI, "Soldier Performance in MMRC", Defense Science and Technology Agency, 2017–2018 (S\$120,000).
5. PI, "Alternative Search and Evaluation in Consumer Decision Making", MOE Tier-1 Research Grant R-314-000-061-112, 2006–2009 (S\$37,600)
6. PI, "4th Economic Science Association Asia Pacific Regional Meeting 2008", MOE Tier-1 Research Grant R-316-000-200-646, 2008 (S\$15,000)
7. PI, "Measuring Impulse Buying", MOE Tier-1 Research Grant R-314-000-018-112, 1999–2003 (S\$64,500)

TEACHING

Thesis Committee/Supervision

Chair: Zhu Yujuan (PhD, Marketing, 2024 expected), Jiang Jun (PhD, Data Science, 2021 expected), Zhang Xing (PhD, Marketing, 2015)

Committee Member: Charmaine Tan Huan Yuen (PhD, Economics, 2018), Lu Yunfeng (PhD, Economics, 2015), Suman Ann Thomas (PhD, Marketing, 2012), Zhao Hongyu (PhD, Marketing, 2008)

Supervisor for over 60 EMBA theses and examiner for over 50 EMBA theses, covering more than 20 different industries in China, Taiwan, Malaysia and Singapore.

Executive Programs

Instructor, NUS Marketing Management Program (Chinese), 2003-2004, 2009.

Co-Director, NUS Marketing Management Program (English), 2004.

Co-Director, CKGSB-NUS International Business Management Program (Chinese), 2015.

Director, NUS Entrepreneurship Program, 2004.

Instructor, British American Tobacco Management Program, 2004.

Instructor, Cheil Communications Pre-GCNP Program and Power Brand Management Program 2005.

Regular Programs

BBA: Channel and Platform Management, Pricing Strategy, Product and Brand Management, New Product Development, Marketing Research, Consumer Decision Making, Behavioral Economics.

MBA and Master in Management: Pricing Strategy, Product and Brand Management, Marketing Strategy, Behavioral Economics.

Executive MBA: Marketing Management (Chinese).

PhD: Marketing Models.

SERVICE***External*****Reviewer:**

American Economic Review, American Political Science Review, Economic Journal, Experimental Economics, Hong Kong Research Grant Council, International Transactions of Operations Research, Journal of Behavioral Decision Making, Journal of Economic Behavior and Organization, Journal of European Economic Association, Journal of Mathematical Psychology, Management Science, Manufacturing & Service Operations Management, National Science Foundation (USA), Nature Human Behavior, Operations Research, Review of Economic Studies, Theory and Decision.

Contributing Editor for International Abstract of Operational Research (1992 – 1993).

Organizer, 4th Economic Science Association Asia Pacific Regional Meeting 2008 Singapore.

University Level

Quantitative Reasoning Review Committee (NUS), Member (2020).

Committee on Establishing NUS Graduate School (NUS), Member (2019).

Behavioral Studies in the Energy, Water, Waste and Transportation Sectors (BSEWWT),
Mid-Term Review (MTR) Panel (NUS), Member (2019).

Board of Graduate Studies (NUS), Member (2016 – 2019).

Committee on Establishing Institute of Data Science (NUS), Member (2015).

University Research Committee Expert Panel (NUS), Member (2006 – 2010).

School Level

Faculty Research Committee (NUS), Chair (2016 – 2019), Member (2001 – 2002).

Faculty PhD Committee (NUS), Chair (2016 – 2019).

EMBA (Chinese) Curriculum Review Committee (NUS), Chair (2014 – 2015).

Faculty Teaching and Service Excellence Committee (NUS), Chair (2007 – 2009).

Doctor of Business Administration (DBA) Proposal Committee (NUS), Chair (2014).

China Business Center Proposal Committee (NUS), Chair (2013).

China Strategy Team (NUS), Member (2011 – 2015).

Board of Selection, EMBA (Chinese) (NUS), Member (2009 – 2010), Chair (2017).

AACSB Accreditation Renewal Committee (NUS), Member (2008).

Faculty Review Committee (SKKU), Member (2005 – 2006).

MBA Policy Committee (SKKU), Member (2005 – 2006).

Department Level

Benchmarking Committee (NUS), Member (2020 - 2022)

Evaluation/Review Committee (NUS),

Member (2006 – 2008, 2014 – 2018), Chair (2014, 2017 – 2018).

Recruitment Committee (NUS),

Member (2001, 2006 – 2018, 2020 - 2022), Chair (2008, 2015 – 2018).

PhD Committee (NUS), Member (2001 – 2004, 2006 – 2007).