

Noah Lim

Marketing Department
NUS School of Business
National University of Singapore

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Education

The Wharton School, University of Pennsylvania

Ph.D. in Marketing, 2005

M.S. in Marketing, 2003

National University of Singapore

B.Soc.Sci.(Hons.) in Economics, First-Class Honors, 1999

B.A. in Economics and Political Science, 1998

Academic Positions

National University of Singapore

Director, NUS Global Asia Institute, 2017-present

Head, Department of Marketing, NUS Business School, 2020-present

Provost's Chair, 2018-present

Professor of Marketing, 2018-present

Wisconsin School of Business, University of Wisconsin-Madison

John P. Morgridge Distinguished Chair in Business, 2016-2018

Professor of Marketing, 2016-2018

Associate Professor of Marketing, 2011-2016

Assistant Professor of Marketing, 2010-2011

Bauer College of Business, University of Houston

Assistant Professor of Marketing, 2005-2010

Academic & Research Honors

Invited Faculty, Marketing Science Doctoral Consortium, 2015-2017, 2022, 2026

Senior Faculty Fellow, ISMS Early-Career Scholars Camp, 2023

DLA Piper Visiting Professor, Johns Hopkins University, 2022

Finalist, William F. O'Dell Award, 2011

Marketing Science Institute Young Scholar, 2009

Bauer Faculty Fellowship, 2008-2010

Jerome Robinson Faculty Fellowship, 2006-2008

Melcher Faculty Award for Excellence in Research, 2007

Wharton School Doctoral Fellowship, 2000-2005

Monetary Authority of Singapore Book Prize, 1999

Sakura Bank Scholarship, 1998

Singapore Economic Review Book Prize, 1998

Wee Kheng Chiang Memorial Scholarship, 1998

NTUC Income Book Prize, 1997

Special Book Prize in Political Science, 1997

Wee Mon Cheng Bronze Medal, 1997

Dean's List, 1995-1998

Research Interests

Salesforce Management, Behavioral Economics, Experimental Economics, Field Experiments

Research Publications

(+Equal Authorship; †doctoral student or ‡post-doc supervised on project; 2-year IFs in publication year)

[1] Lim, Noah, Alessandro Del Ponte, Lina Ang and Wei-Jie Seow (2026), "Public Responses About Air Quality in the World's Ten Most Populous Countries", Nature Communications, forthcoming. [IF: 18.1]

[2] +Salazar, Diego†, Noah Lim and Ingrid Koch‡ (2026), "Job Security, Gender and Sales Performance: Evidence from a Retail Sales Context", Marketing Science, 45 (1), 80-107.

[3] +Lim, Noah, Alessandro Del Ponte, Lina Ang and Wei-Jie Seow (2025), "Global Populations Vulnerable to Air Pollution Know Less About Air Quality", Environmental Science & Technology, 59 (50), 27069-27077. [IF: 12.2]

[4] Del Ponte, Alessandro†, Aidas Masiliunas‡ and Noah Lim (2025), "Decentralized Voluntary Agreements Do Not Reduce Emissions in a Climate Change Experiment", Ecological Economics, 227, 108438. [IF: 6.3]

[5] Yeung, Catherine, Teck-Hua Ho, Ryoko Sato, Noah Lim, Rob M Van Dam, Hong-Chang Tan, Kwang-Wei Tham and Rehan Ali (2024), "Cash Incentives for Weight Loss Work Only for Males", Behavioral Public Policy, 8 (2), 279-299. [IF: 5.1]

[6] Del Ponte, Alessandro†, Lianjun Li†, Lina Ang, Noah Lim and Wei-Jie Seow (2024), "Evaluating SoJump.com as a Tool for Online Behavioral Research in China", Journal of Behavioral and Experimental Finance, 100905. [IF: 4.7]

[7] Del Ponte, Alessandro†, Aidas Masiliunas‡ and Noah Lim (2023), "Information about Historical Emissions Drives the Division of Climate Change Mitigation Costs", Nature Communications, 14, 1408. [IF: 14.7]

[8] +Somasundaram, Jeeva†, Ingrid Koch‡ and Noah Lim (2023), "Raising the AC Temperature in the Tropics, One Degree at a Time", Energy Economics, 128, 107191. [IF: 13.6]

[9] Lianjun Li†, Haiqing Zhao†, Noah Lim, Joel Goh and Bernard Ng (2022), "Association of Appointment Reminders and Waiting Times in the Veterans Affairs Health System: A Quasi-Experimental Study", JAMA Network Open, 5 (2), e21485983. [IF:13.8]

[10] Del Ponte, Alessandro†, Lina Ang, Lianjun Li†, Noah Lim, Wilson Tam and Wei-Jie Seow (2022), "Change of Air Quality Knowledge, Perceptions, Attitudes and Practices Pre- and Post-Wildfires in the United States", Science of the Total Environment, 836, 155432. [IF:9.8]

[11] Del Ponte, Alessandro†, Lina Ang, Lianjun Li†, Noah Lim, Wilson Tam and Wei-Jie Seow (2022), "Development and Validation of a New Scale to Assess Air Quality Knowledge (AQIQ)", Environmental Pollution, 299, 118750. [IF:8.9]

[12] Del Ponte, Alessandro†, Peter DeScioli, Aidas Masiliunas‡ and Noah Lim (2021), "One-Way Routes Complicate Cooperation in Migrant Crises", Scientific Reports, 11 (1), 1-9. [IF:5.0]

[13] +Ham, Sung, Ingrid Koch†, Noah Lim and Jiabin Wu (2021), "Conflicts of Interest and Third-Party Reviews: An Experimental Study", Management Science, 67 (12), 7535-7559.

- [14] Li, Jia, Noah Lim and Hua Chen (2020), "Examining Sales Effort Allocation in Teams: A Randomized Field Experiment", Marketing Science, 39 (6), 1122-1141.
- [15] +Chung, Kevin, Keehyung Kim[†] and Noah Lim (2020), "Social Structures and Reputation in Expert Review Systems", Management Science, 66 (7), 3249-3276.
- [16] +Kim, Keehyung[†], Kevin Chung and Noah Lim (2019), "Third-Party Reviews and Quality Provision", Management Science, 65 (6), 2695-2716.
- [17] Ho, Teck-Hua, Noah Lim, Sadat Reza and Xiaoyu Xia (2017), "OM Forum – Causal Inference Models in Operations Management", Manufacturing & Service Operations Management, 19 (4), 509-525.
- [18] +Chen, Hua and Noah Lim (2017), "How Does Team Composition Affect Effort in Contests? A Theoretical and Experimental Analysis", Journal of Marketing Research, 54 (1), 44-60.
- [19] +Lim, Noah and Hua Chen[†] (2014), "When Do Group Incentives for Salespeople Work?" Journal of Marketing Research, 51 (3), 320-334.
- [20] +Lim, Noah and Sung Ham[†] (2014), "Relationship Organization and Price Delegation: An Experimental Study", Management Science, 60 (3), 586-605.
- [21] Chen, Hua[†] and Noah Lim (2013), "Should Managers Use Team-Based Contests?" Management Science, 59 (12), 2823-2836.
- [22] Goldfarb, Avi, Teck-Hua Ho, Wilfred Amaldoss, Alexander Brown, Yan Chen, Tony Cui, Alberto Galasso, Tanjim Hossain, Ming Hsu, Noah Lim, Mo Xiao and Botao Yang (2012), "Behavioral Models of Managerial Decision-Making," Marketing Letters, 23 (2), 405-421.
- [23] +Chen, Hua[†], Sung Ham[†] and Noah Lim (2011), "Designing Asymmetric Multi-Person Tournaments: An Experimental Study," Management Science, 57(5), 864-883.
- [24] +Ho, Teck-Hua, Noah Lim and Tony Cui (2010), "Reference-Dependence in Multi-Location Newsvendor Models: A Structural Analysis," Management Science, 56 (11), 1891-1910.
- [25] Lim, Noah (2010), "Social Loss Aversion and Optimal Contest Design," Journal of Marketing Research, 47 (4), 777-787.
- [26] Lim, Noah, Michael Ahearne and Sung Ham[†] (2009), "Designing Sales Contests: Does the Prize Structure Matter?" Journal of Marketing Research, 46 (3), 356-371.
- [27] Amaldoss, Wilfred, Teck-Hua Ho, Aradhna Krishna, Kay-Yut Chen, Preyas Desai, Ganesh Iyer, Sanjay Jain, Noah Lim, John Morgan, Ryan Oprea and Joydeep Srivastava (2008), "Experiments of Strategic Choice and Markets," Marketing Letters, 19 (3), 417-429.
- [28] Lim, Noah and Teck-Hua Ho (2007), "Designing Price Contracts for Boundedly Rational Customers: Does the Number of Blocks Matter?" Marketing Science, 26 (3), 312-326.
- [29] Ho, Teck-Hua, Noah Lim and Colin F. Camerer (2006), "How Psychological Should Marketing Models Be?" Journal of Marketing Research, 43 (3), 341-344. [Rejoinder article]
- [30] Ho, Teck-Hua, Noah Lim and Colin F. Camerer (2006), "Modeling the Psychology of Consumers and Firms Using Behavioral Economics," Journal of Marketing Research, 43 (3), 307-331. [Lead & discussion article. Finalist for the 2011 William F. O'Dell Award]

Teaching Interests

Pricing & Revenue Model Design, Marketing Management, Marketing Strategy, Sales Management

Teaching Awards and Honors

Fellow, University of Wisconsin-Madison Teaching Academy, 2015
Student Faculty Board Business Award of Excellence, UW-Madison, 2013
Mu Kappa Tau (MKT) Outstanding Educator Award, UW-Madison, 2012, 2013
University Housing Honored Instructor Award, UW-Madison, 2011
Finalist, Student Faculty Board Business Award of Excellence, UW-Madison, 2011
Melcher Faculty Award for Excellence in Teaching, University of Houston, 2009
Penn Prize for Excellence in Teaching by Graduate Students, University of Pennsylvania, 2003

Teaching Experience

NUS Business School, National University of Singapore

Marketing Strategy, EMBA (Chinese) Core, 2022-present

Instructor Ratings (1-5, 5 best): 4.5

Strategic Pricing, MBA Elective, Spring 2020

Instructor Ratings (1-5, 5 best): 5.0

Pricing Analytics, MSc (Marketing Analytics & Insights), Spring 2020

Instructor Ratings (1-5, 5 best): 5.0

Behavioral Economics & Field Experiments, PhD Seminar, 2018-present

Organizing Chair, NUS Business Hackathon, 2022

Wisconsin School of Business, University of Wisconsin-Madison

Pricing, Undergraduate, MBA and Evening MBA Elective, 2014-present

Instructor Ratings (1-5, 5 best): 4.95 (Undergraduate/MBA), 4.87 (Evening MBA)

Faculty Lead, Sobic Workshop on Key Principles for Accelerating Sales, 2017 & 2018

Marketing Management, Undergraduate Core, Spring & Fall 2011, Spring 2013

Duties include giving lectures in the undergraduate core marketing class of 500+ students and supervising 6 TAs across 18 discussion sections

Instructor Ratings (1-5, 5 best): 4.78

Marketing Models, PhD Seminar, 2013-2016

INSEAD (Visiting Faculty, Europe Campus)

Strategic Pricing, MBA Mini-elective, March 2015

Instructor Ratings (1-5, 5 best): 4.92

Bauer College of Business, University of Houston

Pricing Strategy, Undergraduate and MBA Elective, 2006-2010

Instructor Ratings (1-5, 5 best): 4.83 (Undergraduate), 4.82 (MBA)

The Wharton School, University of Pennsylvania

Introduction to Marketing Strategy, Undergraduate Core (Recitations), 2002-2003

Instructor Ratings (0-4, 4 best): 3.91

Doctoral Supervision

Wisconsin School of Business, University of Wisconsin-Madison

Ingrid Koch, 2019, Chair (University of North Carolina-Chapel Hill)
Keehyung Kim (Information Systems), 2016, Co-Chair (Chinese University of Hong Kong)
Jiabin Wu (Economics), 2014, Member (University of Oregon)
Lin Boldt, 2013, Member (University of Central Florida)

Bauer College of Business, University of Houston

Hua Chen, 2012, Advisor (University of Georgia)
Sung Ham, 2009, Member (Michigan State University)

Editorial and Reviewing Service

Editorial Boards

Journal of Marketing Research, 2016-present
Management Science (Associate Editor), 2014-present
Customer Needs & Solutions (Associate Editor), 2014-present
Journal of Marketing, 2018-2021
Marketing Science, 2014-2021
Production & Operations Management (Senior Editor), 2015-2021

Service Awards

Distinguished Service Award, Management Science, 2012, 2013, 2014
Meritorious Service Award, Management Science, 2009, 2011, 2017, 2021

Service to Professional Organizations

Member, ISMS Dissertation Proposal Award Committee, 2021
Member, Academic Council, American Marketing Association, 2015-2018

University, School and Departmental Service

National University of Singapore

Head, Department of Marketing, NUS Business School, 2020-present
Director, NUS Global Asia Institute, 2017-present
Management Board, Asia Research Institute, 2019-present
Member, Healthy Campus Initiative Task Force, 2020-2021

Wisconsin School of Business, University of Wisconsin-Madison

Member, Social Studies Division Research Committee, 2015-2016
Member, Evening & Executive MBA Curriculum Committee, 2014-2018
Member, BRITE Lab Faculty Advisory Board, 2012-2017
Member, Academic Policy Committee, Grainger Center, 2013-2015
Member, Academic Policy Committee, Brand and Nielsen Centers, 2013-2014
Chair, Marketing Department PhD Committee, 2011-2013
Member, WSoB PhD and Research Committee, 2011-2013
Member, WSoB BBA Admissions Committee, 2011-2012

Bauer College of Business, University of Houston

College Representative, Faculty Senate Assistant Professor Forum, 2010
Member, Bauer College Graduate Admissions Committee, 2007-2010
Member, Bauer College Scholarships Committee, 2007

Chair, Marketing Department Speaker Series Committee, 2007-2010
Member, Marketing Department PhD Admissions Committee, 2009-2010
Faculty Advisor, Marketing Department 27th Annual Doctoral Symposium, 2009

Invited Seminar Presentations (Academic)

Yale University, School of Management, Spring 2023
ESSEC Business School (Marketing Camp), Fall 2022
Johns Hopkins University, Carey Business School, Fall 2022
IESE Business School, Fall 2019
Bocconi University, Department of Marketing, Fall 2019
University of Gothenburg, Department of Economics, Spring 2019
University of Utah, Eccles School of Business, Spring 2018
Tsinghua University, School of Economics & Management, Fall 2017
National University of Singapore, NUS Business School, Spring 2017
Singapore Management University, Lee Kong Chian School of Business, Fall 2016
Nanyang Technological University, Nanyang Business School, Fall 2016
Temple University, Fox School of Business, Spring 2016
Chinese University of Hong Kong, CUHK Business School, Summer 2015
University of Washington-Seattle, Foster School of Business (Marketing Camp), Spring 2015
Washington University in St. Louis, Olin Business School, Spring 2015
Texas A&M University, Mays Business School, Fall 2014
Pennsylvania State University, Smeal College of Business, Fall 2014
University of Florida, Warrington College of Business (Marketing Camp), Spring 2014
INSEAD Fontainebleau, Spring 2014
University of Texas-Dallas, Jindal School of Management, Fall 2013
Carnegie Mellon University, Tepper School of Business, Spring 2013
Emory University, Goizueta Business School, Spring 2013
Columbia University, Columbia Business School, Fall 2012
Northwestern University, Kellogg School of Management, Spring 2012
MIT, Sloan School of Management, Spring 2012
UCLA, Anderson School of Management, Spring 2012
University of Western Ontario, Ivey School of Business, Fall 2010
Duke University, Fuqua School of Business, Fall 2010
Brigham Young University, Marriott School of Management, Spring 2010
University of Southern California, Marshall School of Business, Spring 2010
Johns Hopkins University, Carey Business School, Fall 2009
University of Wisconsin-Madison, Wisconsin School of Business, Fall 2009
Rice University, Jones School of Management, Fall 2008
Yale University, School of Management, Fall 2008
University of Texas-Dallas, Negotiations Center, Spring 2007

Conference Chair

2026 Wee Cho Yaw Business Forum: Humans at the Center: Navigating Work in the Age of AI

2025 Wee Cho Yaw Business Forum: Business Strategies for Navigating the Changing World Order

2024 Wee Cho Yaw Business Forum: Building ASEAN's Resilience in an Era of Deglobalization and Decarbonization

2023 Wee Cho Yaw Business Forum: Building Connected and Sustainable Organizations and Ecosystems

Invited Presentations (Industry)

ACI Asia Business Summit (Panel Speaker), Singapore, Fall 2017
Behavioral Exchange (Panel Moderator), Singapore, Summer 2017
GE Health After 5 Network, Madison WI, Spring 2015
Association of Women in Metal Industries (Texas Chapter), Houston TX, Fall 2014

Conference Presentations

“Crafting a Field Experiment to Test Theory: An Illustration”
Marketing Science Doctoral Consortium (Virtual), 2022

“Habit Formation in Energy Conservation”
Judgement and Decision-Making Winter Symposium, Snowbird, UT, 2019

“Experimental Perspectives in Marketing”
Marketing Science Doctoral Consortium, Los Angeles, CA, 2017

“Using Field Experiments to Test Marketing Theories”
Marketing Science Doctoral Consortium, Shanghai PRC, 2016

“Experimental Perspectives in Marketing”
Marketing Science Doctoral Consortium, Baltimore MD, 2015

“Using Group Incentives to Motivate Your Sales Force: What Really Works”
MSI Conference on Orchestrating Marketing in a B2B Environment, Atlanta GA, 2014

“Relationship Organization and Price Delegation”
INFORMS Marketing Science Conference, Boston MA, 2012

“Modeling the Psychology of B2B Relationships” (Session Chair)
INFORMS Annual Meeting, Austin TX, 2010

“Are Group Incentives Effective? Evidence from the Lab and Field”
Eighth Triennial Invitational Choice Symposium, Key Largo FL, 2010

“Social Loss Aversion and Optimal Contest Design”
INFORMS Annual Meeting, San Diego CA, 2009

“Sales Management: A Behavioral and Experimental Economics Approach”
Marketing Science Institute (MSI) Young Scholars Conference, Park City UT, 2009

“Does the Proportion of Winners in Contests Matter?” (Session Chair)
INFORMS Marketing Science Conference, Vancouver BC, 2008

“Designing Sales Contests: Does the Prize Structure Matter?”
Seventh Triennial Invitational Choice Symposium, Philadelphia, PA, 2007
INFORMS Marketing Science Conference, Singapore, 2007

“Does the Number of Blocks in Quantity Discounts Matter?”
INFORMS Marketing Science Conference, Rotterdam, The Netherlands, 2004

“Price-Matching Competition with Store-Switching”
INFORMS Marketing Science Conference, College Park MD, 2003

Other Interests

Pianoforte: Licentiate Diplomas in Piano Performance from
Royal Schools of Music (LRSM) 1995
Guildhall School of Music and Drama (LGSM) 1994
London College of Music (LLCM) 1994
Trinity College London (LTCL) 1993