

# Chuan He

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University of Colorado at Boulder  
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## Education

Ph.D., John M. Olin School of Business, Washington University in St. Louis  
Marketing, August 2002

M.S.B.A., John M. Olin School of Business, Washington University in St. Louis  
Marketing, August 2000

M.A., University of Toronto, Canada  
Economics, June 1997

B.A., Memorial University of Newfoundland, Canada  
Economics, June 1996

## Honors and Awards

2013 *Management Science* Distinguished Service Award

2010 *Management Science* Meritorious Service Award

AMA-Sheth Doctoral Consortium Fellow, 2000

University of Toronto Connaught Fellowship, 1997, 1998

Ontario Graduate Scholarship, 1998

University of Toronto Fellowship, 1996

University Medal for Academic Excellence in Economics, Memorial University, 1996

John Lewis Paten Scholarship, Memorial University, 1994, 1995

Faculty of Arts Dean's List, Memorial University, 1994, 1995

## Employment

Associate Professor, Leeds School of Business, University of Colorado at Boulder  
2010–

Visiting Associate Professor, Cheung Kong Graduate School of Business, 2012–2013

Assistant Professor, Leeds School of Business, University of Colorado at Boulder  
2002–2010

## Research Interests

Advertising, search, pricing strategies, channel contracts, Internet marketing.

## Teaching Interests

Pricing, Marketing Channels, Marketing Research, Marketing Management, Internet Marketing.

## Publications

Narasimhan, Chakravarthi and Chuan He et al. 2005. "Incorporating Behavioral Anomalies in Strategic Models." *Marketing Letters* 16: 3/4, 361–373.

He, Chuan and Yuxin Chen. 2006. "Managing E-Marketplace: A Strategic Analysis of Non-price Advertising." *Marketing Science* 25(2) 175–187.

He, Chuan, Johan Marklund and Thomas Vossen. 2008 "Vertical Information Sharing in a Volatile Market." *Marketing Science* 27(3) 513–530.

Amaldoss, Wilfred and Chuan He. 2009. "Direct-to-Consumer Advertising of Prescription Drugs: A Strategic Analysis." *Marketing Science*. 28(3) 472–487.

Amaldoss, Wilfred and Chuan He. 2010. "Product Variety, Informative Advertising and Price Competition." *Journal of Marketing Research*. 47(1) 146–156.

Chen, Yongmin and Chuan He. 2011. "Paid-placement: Advertising and Search on the Internet." *The Economic Journal*. 121(November) F309–F328.

Mowbray, Heather and Chuan He, 2012. "Sogou: Sohu's Aspiring Search Dog." *Cheung Kong Graduate School of Business* case #2012-5-1-248-1e.

Amaldoss, Wilfred and Chuan He. 2013. "Pricing Prototypical Products;" *Marketing Science*. 32(5) 733–752.

Amaldoss, Wilfred and Chuan He. 2016. "Does Informative Advertising Increase Market Price? An Experimental Investigation;" *Customer Needs and Solutions*. 3:63–80.

Amaldoss, Wilfred and Chuan He. 2018. "Reference-Dependent Utility, Product Variety and Price Competition;" *Management Science*. 64(9) 4302–4316.

Amaldoss, Wilfred and Chuan He. 2019. "The Charm of Behavior-based Pricing: When Consumers' Taste is Diverse and the Consideration Set is Limited;" *Journal of Marketing Research*. 56(5) 767–790.

Rajesh Bagchi, Sung Ham, and Chuan He. 2020 "Strategic Implications of Confirmation Bias Inducing Advertising;" *Production and Operations Management*. 29(6) 1573–1596.

"Low-Price Guarantees in a Dual-channel of Distribution;" with Juncai Jiang. Forthcoming *Marketing Science*.

## **Working Papers**

“The Promise and Peril of Dynamic Targeted Pricing;” with Dan Zhang and Sung Ham. Invited revision at *International Journal of Research in Marketing*.

“A Model of Product Line Marketing;” with Xingtang Zhang and Shaowei Ke. Invited revision at *Management Science*.

## **Works in Progress**

“Customer Retention and Behavior-based Pricing;” with Wilfred Amaldoss.

## **Grants Under Review**

National Science Foundation: “Towards Environmentally and Socially Sustainable Affordable Housing Communities”; with Wangda Zuo (CU engineering), Brian Muller (CU engineering), Harpreet Dhillon (Virginia Tech engineering), and Walid Saad (Virginia Tech engineering). \$3,206,089 requested.

National Science Foundation: “Economical and Socially Viable Solutions for Sustainable and Resilient Affordable Housing Community: Planning for a Pilot Project in the City of Boulder”; with colleagues from City of Boulder, CU engineering, CU Natural Hazards Center, Virginia Tech engineering.

## **Conference Presentation**

“The Charm of Behavior-based Pricing: Effects of Product Valuation, Reference Dependence, and Switching Cost;” *Behavioral Industrial Organization & Marketing Symposium*, Ann Arbor, May 2018; *Marketing Science Conference*, Philadelphia, June 2018.

“Low-Price Guarantees in a Distribution Channel of Travel Products;” *Eleventh Annual Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference*, Dallas, March 2017.

“The Promise and Peril of Dynamic Targeted Pricing;” *Eighth Annual Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference*, Dallas, March 2014.

“Dynamic Targeted Pricing;” *Marketing Science Conference*, Istanbul, July 2013.

“Pricing Prototypical Products;” *Marketing Science Conference*, Boston, June 2012.

“Informative Advertising, Product Variety and Price Competition: An Experimental Analysis,” *Marketing Science Conference*, Cologne, June 2010.

“On the Trade-offs between Brand and Product Advertising,” *Marketing Science Conference*, Ann Arbor, June 2009.

“On the Effect of Diversity in Consumer Tastes and Informative Advertising on Product Line Design,” *Marketing Science Conference*, Vancouver, Canada, June 2008.

“Informative Advertising and Price Competition in Monopolistically Competitive Market,” *Marketing Science Conference*, Singapore Management University, Singapore, June 2007.

“Vertical Information Sharing in a Volatile Market,” *Summer Institute in Competitive Strategy*, Haas School of Business, University of California at Berkeley, June 2006.

“A Model of Pay-for-placement Advertising,” *Marketing Science Conference*, University of Pittsburgh, Pittsburgh, June 2006.

“Information Sharing in a Strategic Distribution Channel,” *Marketing Science Conference*, Emory University, Atlanta, June 2005.

“Confirmatory Bias Induced Pattern of Advertising: A Strategic Analysis with Experimental Support,” *Marketing Science Conference*, Emory University, Atlanta, June 2005.

“Competition in a Differentiated Product Market,” *Marketing Science Conference*, University of Maryland, College Park, June 2003.

“Outsourcing: Organizing Business-to-Business Relationships,” *Marketing Science Conference*, University of California, Los Angeles, June 2000.

### **Other Conferences**

*Summer Institute in Competitive Strategy*, Haas School of Business, University of California at Berkeley, June 2003, 2004, 2005, 2006.

*Quantitative Marketing and Economics*, University of Chicago, October 2005.

INFORMS Conference, Denver, 2004.

*The 6th CU-Boulder Invitational Choice Symposium*, June 4-8, 2004.

### **Invited Talk**

Fall 2002: Hong Kong University of Science and Technology, Kent State University, University of Chicago, University of Colorado at Boulder, University of Maryland at College Park, University of Texas at Dallas.

Fall 2006: Korea University.

Spring 2008: Georgia Institute of Technology.

Spring 2009: University of Alberta.

Summer 2009: Shanghai University of Finance and Economics.

Fall 2012: Tsinghua University

Spring 2013: Koç University

Summer 2015: Discussant for 1<sup>st</sup> Annual McGill Invitational Conference on Marketing

Spring 2016: Washington University in St. Louis

Summer 2016: Tianjin University of Finance and Economics

Summer 2016: Discussant for 1<sup>st</sup> CEIBS (China Europe International Business School) Marketing Symposium

Fall 2019: University of Florida

Summer 2020: Fudan University

## **Service**

*Editorial board: Marketing Science*

*Ad hoc reviewer: Management Science, Journal of Marketing Research, Journal of Retailing, Journal of Economics & Management Strategy, International Journal of Industrial Organization, Production and Operations Management, Information Systems Research, Journal of Interactive Marketing, European Marketing Academy.*

Proposals Review for Ontario Agri-Food Innovation Alliance

Proposals Review for *MSI Alden G. Clayton Dissertation Competition*

Proposals Review for *Research Grants Council of Hong Kong*

Grant proposal review for *Israel Science Foundation*

Member, Faculty Committee for International Partnership Review, University of Colorado at Boulder, 2020–present

Member, Faculty Committee for Restricted, Proprietary, and Classified Research, University of Colorado at Boulder, 2019–present

Chair, Undergraduate Curriculum Policy Committee, Leeds School of Business, University of Colorado at Boulder, 2015–2018, 2019–2020

Chair, Primary Unit Review Committee for Scott Shriver, Marketing Division, University of Colorado at Boulder, 2020

Co-Chair, Primary Unit Review Committee for Mostafa Purmehdi, Marketing Division, University of Colorado at Boulder, 2019

Member, Primary Unit Review Committee for Emily Edwards, Marketing Division, University of Colorado at Boulder, 2019

Chair, Primary Unit Review Committee for Jonathan Bein, Marketing Division, University of Colorado at Boulder, 2018

Member, Primary Unit Review Committee for Tuba Koc, Mostafa Purmehdi, Marketing Division, University of Colorado at Boulder, 2018

Chair, Primary Unit Review Committee for Bahriye Goren, Marketing Division, University of Colorado at Boulder, 2017

Member, Primary Unit Review Committee for Jonathan Bein, Brian Higgins, Heather Kennedy, Jay Waddell, Marketing Division, University of Colorado at Boulder, 2017

Member, Research Misconduct Committee, University of Colorado at Boulder, 2017

Chair, Faculty Recruiting Committee, Marketing Division, University of Colorado at Boulder, 2015, 2016

Chair, Primary Unit Review Committee for Kevin McMahon, Marketing Division, University of Colorado at Boulder, 2016

Member, Primary Unit Review Committee for Bart de Langhe, Marketing Division, University of Colorado at Boulder, 2015

Chair, Primary Unit Evaluation Committee for Jay Waddell, Marketing Division, University of Colorado at Boulder, 2014

Coordinator, PhD Committee, Marketing Division, University of Colorado at Boulder, 2011–2012

Member, PhD Committee, Marketing Division, University of Colorado at Boulder, 2007 to 2011

Member, Primary Unit Evaluation Committee for Yacheng Sun, Marketing Division, University of Colorado at Boulder, 2011

Member, Primary Unit Evaluation Committee for Sue Jung Grant, Marketing Division, University of Colorado at Boulder, 2010

Chair, Marketing junior faculty recruiting committee, University of Colorado at Boulder, 2010.

Session chair, “Experiments on Pricing and Other Exchange Mechanisms,” Cologne, 2010.

Session chair, “eCommerce II: Advertising,” Marketing Science Conference, Pittsburgh, 2006.

Session chair, “Strategic Models of Online Retailing,” INFORMS Conference, Denver, 2004.

Session co-chair, “Incorporating Behavioral Anomalies in Strategic Models,” *The 6th CU-Boulder Invitational Choice Symposium*, June 4-8, 2004.

Undergraduate Scholarship Committee, Leeds School of Business, University of Colorado at Boulder, 2003, 2004, 2005, 2006.

Undergraduate Teaching Excellence Committee, Leeds School of Business, University of Colorado at Boulder, 2007.

Center Liason Committee, Leeds School of Business, University of Colorado at Boulder, 2009, 2010.

### **Teaching Experience**

Pricing and Channels (undergraduate)  
Marketing Research (undergraduate)  
Pricing Strategy and Tactics (MBA, MS in Business Analytics)

China Module (MBA)  
Marketing Lecture Series (MBA)  
CKGSB MBA Diversified Consulting Project

Economic and Administrative Science Approaches to Research in Marketing (doctoral seminar)

### **Doctoral Student Hart Fellowship Faculty Advisor**

Qiuping Li, Marketing Division, University of Colorado at Boulder, 2004.

Yoonjin Kim, Marketing Division, University of Colorado at Boulder, 2008.

### **Doctoral Student Dissertation Committee**

Seungwon Seo, Department of Economics, University of Colorado at Boulder, 2003;

Woradee Jongadsayakul, Department of Economics, University of Colorado at Boulder, 2006;

Jason Percy, Department of Economics, University of Colorado at Boulder, 2007;

WoongTae Chung, Department of Economics, University of Colorado at Boulder, 2007;

Brad Graham, Department of Economics, University of Colorado at Boulder, 2007;

Rajesh Bagchi, Marketing Division, University of Colorado at Boulder, 2008;

Qiuping Li, Marketing Division, University of Colorado at Boulder, 2009;

Mark Ratchford, Marketing Division, University of Colorado at Boulder, 2009;

Grzegorz Pac, Department of Economics, University of Colorado at Boulder, 2009;

Samuel Raisanen, Department of Economics, University of Colorado at Boulder, 2010.

Yucheng Ding, Department of Economics, University of Colorado at Boulder, 2015.

Xin Zhao, Department of Economics, University of Colorado at Boulder, 2016.