

# Chuan He

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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

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–

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." forthcoming *The Economic Journal*.

## **Conference Presentation**

"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.

*FTEP Seminar: "Performance in a Nutshell"*, University of Colorado at Boulder, Fall 2002.

## **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.

## **Service**

*Editorial board: Marketing Science*

*Ad hoc reviewer: Management Science, Journal of Retailing, International Journal of Industrial Organization, Production and Operations Management.*

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

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

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)

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.