

September 13, 2009

Tony Haitao Cui
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EDUCATION

Ph.D. in Managerial Science & Applied Economics, Wharton School, UPENN, August 2005

Dissertation: *Essays on Distribution Channels*, co-advised by Jagmohan S. Raju and Z. John Zhang

Committee Members: David R. Bell, Lisa E. Bolton, and Noah F. Gans (Wharton OPIM)

MA, in Operations and Information Management, Wharton School, UPENN, Dec. 2002

IMBA, Tsinghua University, May 2000 (MIT Sloan–Tsinghua co-developed program)

B. Eng. (Industrial Engineering), Tsinghua University, May 1998

B. Eng. (Fluid Machinery and Fluid Engineering), Tsinghua University, May 1998

PROFESSIONAL EXPERIENCE

Assistant Professor of Marketing, (07/18/2005 – present)
Carlson School of Management, University of Minnesota

Lecturer of Marketing, (06/13/2005 – 07/17/2005)
Carlson School of Management, University of Minnesota

Visiting Assistant Professor of Marketing, Summer 2009
Cheung Kong Graduate School of Business, Beijing, China

TEACHING EXPERIENCE

MKTG 8831 (Ph.D.): *Marketing Modeling*. Fall 2008

Ratings: 6.0/6.0

IBUS 5170 (MBA, 25 students): *China Seminar - An International Business Challenge*. Summer 2009,
Summer 2008

Ratings: 6.0/6.0, 5.42/6.0

MKTG 3010 (Undergraduate): *Marketing Research*. Fall 2009 (to teach), Spring 2009, Spring 2008, Spring
2007, Spring 2006

Ratings: 5.83/6.0, 5.67/6.0, 5.66/6.0, 5.5/6.0; 6.33/7.0, 6.12/7.0, 6.07/7.0, 5.88/7.0, 5.55/7.0

TEACHING INTEREST

Marketing Research, Pricing Strategies, Marketing Management, Channel Management, New Product Development, International Marketing

RESEARCH INTEREST

Competitive Strategies, Pricing, Distribution Channels, Marketing-Operations Interfaces, Behavioral and Experimental Economics

PUBLICATIONS

1. Liu, Yunchuan and Tony Haitao Cui (2009), "The Length of Product Line in Distribution Channels," forthcoming, *Marketing Science*. Equal authorship.
2. Meyer, Robert J., Joachim Vosgerau, Vishal Singh, Joel E. Urbany, Michael I. Norton, Tony Haitao Cui, Brian T. Ratchford, Alessandro Acquisti, David R. Bell, Barbara E. Kahn (2009), "Behavioral Research and Empirical Modeling of Marketing Channels: Implications for Both Fields and a Call for Future Research," forthcoming, *Marketing Letters*.
3. Cui, Tony Haitao, Jagmohan S. Raju, and Z. John Zhang (2008), "A Price Discrimination Model of Trade Promotions," *Marketing Science*, 27(5) 779-795.
4. Cui, Tony Haitao, Jagmohan S. Raju, and Z. John Zhang (2007), "Fairness and Channel Coordination," *Management Science*, 53(8) 1303-1314.
5. Zhang, Z. John and Tony Haitao Cui (2006), "The Rise of Power Retailers in China and Manufacturers' Counter Strategies," *PKU Business Review* (in Chinese), 20 (4) pp. 96-99.

WORKING PAPERS

1. Cui, Tony Haitao and Preyas Desai (2009), "Pharmaceutical Distribution through PBMs: Market Shares, Bargaining Power and Insurance Plan Heterogeneity," under review at *Management Science*. Equal authorship. First submitted: August 2009.
2. Chen, Yuxin and Tony Haitao Cui (2009), "The Benefit of Uniform Price for Branded Variants," being revised for second round review, *Marketing Science*. Equal authorship. First submitted: March 2009.
3. Dong, Yan, Yuliang Yao, and Tony Haitao Cui (2009), "When Acquisition Spoils Retention: Selling Direct vs. Delegation under CRM," being revised for second round review, *Management Science*. Equal authorship. First submitted: March 2009.

4. Ho, Teck H., Noah Lim, and Tony Haitao Cui (2009), "Is Inventory Centralization Profitable? - An Experimental Investigation," being revised for second round review, *Management Science*. Equal authorship. First submitted: February 2009.
5. Chen, Yuxin, Tony Haitao Cui, and Z. John Zhang (2009), "Competitive and Welfare Implications of Gift Cards," under revision for resubmission to *Marketing Science*. Equal authorship.
6. Viswanathan, Madhu, Tony Haitao Cui, Mrinal Ghosh and George John (2009), "Loss Aversion in Risky Settings: Evidence from Sales Force Compensation".
7. Cui, Tony Haitao and Teck H. Ho (2007), "A Comparison of Rationing Rules in Bertrand-Edgeworth Competition". Equal authorship.

RESEARCH PROJECTS IN PROGRESS

1. "Fairness and Sales Force Compensation," with Jagmohan S. Raju and Mengze Shi, draft, 2009. Equal authorship.
2. Cui, Tony Haitao and Paola Mallucci (2009), "Competitive Implications of Haggling - A Theoretical and Experimental Investigation," data analysis in progress.
3. Cui, Tony Haitao and Paola Mallucci (2009), "An Experimental Investigation of Fair Channel," data analysis in progress.
4. "Experimental Studies on Inventory Pooling," with Karen Donohue, Art Hill, and Brent Moritz, data collection in progress (2009). Equal authorship.
5. "Experimental Studies on Channel Contracts," with Karen Donohue and Yinghao Zhang, model analysis and data collection in progress (2009). Equal authorship.
6. Cui, Tony Haitao and Teck H. Ho (2007), "Rationing Rules in Bertrand-Edgeworth Competition: Experimental Evidence," draft. Equal authorship.

CONFERENCE ACTIVITIES & INVITED TALKS

Invited Session Chair - Behavioral Operations Management, INFORMS Annual Conference 2009, San Diego, October 2009.

"The Benefit of Uniform Price for Branded Variants," 2009 SICS, University of California at Berkeley, Berkeley CA, July 2009.

"The Benefit of Uniform Price for Branded Variants," 2009 Cheung Kong Graduate School of Business *Marketing Research Forum* (MRF 2009), Beijing, China, June 2009.

“An Experimental Investigation of Risk-Pooling Effect,” Smeal College of Business, The Pennsylvania State University, February 2009.

“A Glance at Opportunities and Challenges of the Food Industry in China,” General Mills Inc., January 2009.

“The Benefit of Uniform Price for Branded Variants,” Guanghua School of Management, Peking University, Beijing, China, November 2008.

“An Experimental Investigation of Risk-Pooling Effect,” School of Economics and Management, Tsinghua University, Beijing, China, November 2008.

“The Benefit of Uniform Price for Branded Variants,” School of Economics and Management, Tsinghua University, Beijing, China, November 2008.

“An Experimental Investigation of Risk-Pooling Effect,” Industrial and System Engineering Department, University of Minnesota, November 2008.

Invited Conference - “Fairness and Distribution Channels”, Erin Anderson Research Conference, Wharton School of Business, UPENN, October 17-19, 2008.

Invited Session - “An Experimental Investigation of Risk-Pooling Effect,” presented at the INFORMS Annual Conference 2007, Seattle WA, November 2007.

Invited Session - “Fairness and Channel Coordination,” presented at the 2007 AMA Summer Marketing Educators’ Conference, Washington, D.C., August 2007.

“Let Me Talk to My Manager Again!: Competitive Implications of Haggling,” presented at the INFORMS Marketing Science Institute Conference 2007, Singapore Management University, Singapore, June 2007.

“Let Me Talk to My Manager Again!: Competitive Implications of Haggling” and “Fairness and Channel Coordination,” School of Economics and Management, Tsinghua University, Beijing, China, June 2007.

“Fairness and Uniform Pricing,” presented at the INFORMS Marketing Science Institute Conference 2006, University of Pittsburgh, Pittsburgh PA.

“Fairness and Uniform Pricing,” Bauer College of Business, University of Houston, April 2006.

Invited Session - “Fairness and Channel Coordination,” presented at the INFORMS Annual Conference 2005, New Orleans/San Francisco, November 2005.

“Fairness and Channel Coordination,” Carnegie Mellon University; Indiana University; Rutgers University; SUNY-Buffalo; University of Alberta; University of Minnesota; University of Mississippi.

“Fairness and Channel Coordination,” presented at Wharton Summer Applied Economics Seminars and Workshops, The Wharton School, University of Pennsylvania, Philadelphia, July 2004.

“Fairness and Channel Coordination,” presented at the INFORMS Marketing Science Institute Conference 2004, Rotterdam, The Netherlands.

Session Chair - “A Price Discrimination Theory of Trade Promotions,” presented at the INFORMS Marketing Science Institute Conference 2003, Maryland.

“Influence of Customer Arrival Process on Price Competition under Limited Supply,” presented at the INFORMS Marketing Science Institute Conference 2003, Maryland.

DISSERTATION & ORAL COMMITTEES

Yinghao Zhang (OMS Dept, University of Minnesota)

Guihong Chen (ECON Dept, University of Minnesota)

Seda Tepe (Industrial Engineering Dept, University of Minnesota)

AD HOC REVIEWER

European Journal of Operations Research

International Journal of Production Economics

Journal of Marketing Research

Journal of Marketing Science

Journal of Service Research

Management Science

Manufacturing and Service Operations Management

Marketing Science

Production and Operations Management

Review of Marketing Research

PROFESSIONAL ACTIVITIES & AFFILIATIONS

Marketing Department Ph.D. Committee, 2007-2008; 2008-2009; 2009-2010

Cheung Kong Graduate School of Business MBA Thesis Oral Defense Committee, 2009-2010 (invited)

AMA Interview and Recruiting Committee, 2006-2008; 2008-2009 (Chair)

Expert Reviewer, Journal of Marketing Science (JMS) Conference Paper Review Committee, 2009

Judge, POMS College of Supply Chain Management Student Paper Competition, 2009

American Economic Association

American Marketing Association

INFORMS

Society for Judgment and Decision Making

INTERACTIVE EXPERIENCE WITH CORPORATES

Petters Groups/Polaroid; International Dairy Queen, Inc.; Target Corporation.

FELLOWSHIPS & AWARDS

Management Science Meritorious Service Award, 2009
Carlson Dean's Small Research Grant, 2009-2010 (\$4,190)
3M Non-Tenured Faculty Award, 2007-2008, 2008-2009 (\$30,000)
Research Grant, Institute for Research in Marketing, Carlson School of Management, University of Minnesota, Summer 2006 (\$3,000)
AMA-Sheth Doctoral Consortium Fellow, Texas A&M University, June 2004
INFORMS Marketing Science Doctoral Consortium Fellow, 2003, 2004
University Teaching Fellowship, University of Pennsylvania, 2000-2004
Awards of Excellent Diploma of Tsinghua University, 1998
Excellent Graduate of Tsinghua University, 1998
Member, Championship team in NORTEL-Tsinghua First Entrepreneurship Competition, 1998
Various First Prize Scholarships (eight times), Tsinghua University, 1994 - 1998

SELECTED MEDIA COVERAGE

March 29, 2008, "In the Game of Business, Playing Fair Can Actually Lead to Greater Profits," [Financial Times](#).
March 13, 2008, "In the Game of Business, Playing Fair Can Actually Lead to Greater Profits," [Knowledge@Wharton](#).
Fall 2007, "Fairness Pays," [Marketing Matters](#): A Newsletter of the Institute for Research in Marketing.
November-December 2007, "Discoveries: Fairness Pays Off," *Minnesota: The Magazine of the University of Minnesota Alumni Association*.
September 24, 2007, "[U of M Researcher Finds Fairness Leads to Better Profits for Manufacturers and Retailers](#)," University of Minnesota Press Release, *University News Service and Institute for Research in Marketing*. Also picked up by *EurekAlert*, *CRM Buyer*, *TechNewsWorld*, *Innovations Report*, and *Huliq.com*.

PERSONAL INFORMATION

Spouse: Fang Yin (尹芳, married in Beijing China in January 2000)
Sons: Dennis Mingda Cui (崔明达, born in Minnesota, 明尼苏达, in October 2005)
Larry Minglang Cui (崔明朗, born in Minnesota, 明尼苏达, in June 2008)
Hobbies: basketball, music, reading.