

Hai Che

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School of Business Administration
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EDUCATION

- 2003 **Ph.D.** (Marketing)
 M.S.B.A. (Management): 2001
 Olin School of Business, Washington University
 Dissertation Title: **“Pricing Under Consumer Heterogeneity”**
 Thesis Committee: Chakravarthi Narasimhan, P.B. Seetharaman, K. Sudhir,
 V. Padmanabhan, Tat Chan, and Charles Moul
- 1997-1999 **Doctoral Student** (Economics)
 M.A. (Economics): November 1997
 University of Toronto, Canada
- 1995 **M.A.** (Finance)
 Fudan University, Shanghai, China
- 1992 **B. A.** (Honors, Economics)
 Fudan University, Shanghai, China

PROFESSIONAL EXPERIENCE

- 4/2025~ **Full Professor (step II)**, Marketing Group, School of Business
 Administration, University of California, Riverside
- 2017-2025 **Associate Professor (step II-step IV)**, Marketing Group, School of
 Business Administration, University of California, Riverside
- 2012-2016 **Associate Professor**, Marketing Department, Indiana University in
 Bloomington (granted tenure in April 2016)
- 2008-2012 **Assistant Professor**, Marketing Department, Marshall School of
 Business, USC
- 2003-2008 **Assistant Professor**, Marketing Group, Haas School of Business, UC
 Berkeley

JOURNALS

Area Editor: Journal of the Academy of Marketing Science (2022-present)

Editorial Board:

Information System Research (2023-2025, for special issue: Analytical Creativity)
Customer Needs and Solutions

Ad Hoc reviewer for:

Marketing Science
Management Science
Journal of Marketing Research
Quantitative Marketing and Economics
Journal of Retailing
Manufacturing and Service Operations Management
Production and Operations Management
Decision Science
Information System Research
International Journal of Industrial Organization

Others:

Reviewer for MSI's Alden G. Clayton Doctoral Dissertation Proposal Competition (2008-2012)
Reviewer for Shankar-Spiegel Dissertation Award (2022)
Reviewer for the Hong Kong Research Grants Council (2010-present)

PROFESSIONAL MEMBERSHIP

Institute for Operations Research and Management Science (INFORMS)
American Marketing Association

PUBLICATIONS

1. Tülin Erdem, Kannan Srinivasan, Wilfred Amaldoss, Patrick Bajari, Hai Che, Teck Ho, Wes Hutchinson, Michael Katz, Michael Keane, Robert Meyer and Peter Reiss, "Theory-driven Choice Models", December 2005, **Marketing Letters**, Volume 16, Numbers 3-4, pp225-237;
2. Hai Che, K. Sudhir and P.B. Seetharaman "Bounded Rationality in Pricing Under State Dependent Demand: Do Firms Look Ahead? How Far Ahead?", August 2007, **Journal of Marketing Research**, Vol. 44, No.3, pp. 434-449.

3. P.B. Seetharaman and Hai Che¹ “Price Competition in Markets with Consumer Variety-seeking”, July 2009, **Marketing Science**, 28(3), 516-525.
4. Hai Che and P.B. Seetharaman, “Speed of Replacement: Modeling Brand Loyalty Using Last-Move Data”, August 2009, **Journal of Marketing Research**, 46 (4), 494-505.
5. Hai Che, Chakravarthi Narasimhan and V. Padmanabhan “Leveraging Uncertainty through Backorder”, 2010, **Quantitative Marketing and Economics**, 8, pp365–392.
6. Hai Che, Xinlei Chen, and Yuxin Chen “Investigating Effects of Out-of-Stock on Consumer Stockkeeping Unit Choice”, August 2012, **Journal of Marketing Research**, 49(4), pp. 502-513.
7. Hernan Bruno, Hai Che, and Shantanu Dutta “Investigating Reference Price in Repeated Business-to-Business Transactions”, October 2012, at **Journal of Marketing Research**, Vol XLIX (October 2012), 640-654.
8. Hai Che, Tülin Erdem and T. Sabri Oncü “Consumer Learning and Evolution of Consumer Brand Preferences”, September 2015, **Quantitative Marketing and Economics**, Volume 13, Issue 3, Page 173-202. (Lead Article)
9. Chunhua Wu, Hai Che, Tat Chan and Xianghua Lu² “The Economic Values of Online Reviews”, August 2015, **Marketing Science** 34(5):739-754.
10. Yoonju Han & Sandeep R. Chandukala & Hai Che, 2017. "Exchange and refund of complementary products," **Marketing Letters**, Springer, vol. 28(1), pages 113-125, March.
11. Jiang, Z., Chan, T., Che, H., & Wang, Y. (2021)³ Consumer Search and Purchase: An Empirical Investigation of Retargeting Based on Consumer Online Behaviors. **Marketing Science**, 40(2), 219–240.
<https://doi.org/10.1287/mksc.2020.1255>
12. Xiao, S., Ho, Y. (Chad), & Che, H. (2021)⁴ Building the Momentum: Information Disclosure and Herding in Online Crowdfunding. **Production and Operations Management**, 30(9), 3213–3230.
<https://doi.org/10.1111/poms.13425>

¹ Authors are listed in reverse alphabetic order and contributed equally.

² The first three authors are listed in reverse alphabetic order.

³ The second to fourth authors are listed alphabetically.

⁴ The authors are listed in reverse alphabetic order.

13. Karmakar, B., Liu, P., Mukherjee, G., Che, H., & Dutta, S. (2021). Improved retention analysis in freemium role-playing games by jointly modelling players' motivation, progression and churn. **Journal of the Royal Statistical Society: Series A (Statistics in Society)**, 185(1), 102–133. <https://doi.org/10.1111/rssa.12730>
14. Shi, S. W., Che, H., & Jin, L. (2021). Strategic Product Displays Across Different Assortment Levels. **Customer Needs and Solutions**, 8(3), 84–101. <https://doi.org/10.1007/s40547-021-00119-8>
15. Zheng, D., Chen, Y., Zhang, Z., & Che, H. (2022). Retail price discount depth and perceived quality uncertainty. **Journal of Retailing**, 98(3), 542–557. <https://doi.org/10.1016/j.jretai.2021.12.001>
16. Trambak Banerjee, Peng Liu, Gourab Mukherjee, Shantanu Dutta, and Hai Che "Joint modeling of playing time and purchase propensity in massively multiplayer online role playing games using crossed random effects" 2023 **Annals of Applied Statistics**, 17(3): 2533-2554 (September 2023). <https://doi.org/10.1214/23-AOAS1731>
17. C. Kim, D. S. Kim, M. Joo and H. Che, "Theory-Regularized Deep Learning for Demand-Curve Estimation and Prediction," 2024 *Artificial Intelligence for Business (AIB)*, Laguna Hills, CA, USA, 2024, pp. 9-14, <https://doi.org/10.1109/AIB62249.2024.00008>
18. Puranam, D., Kim, S., Hong, J., & Che, H. (2021),⁵ Are We Worse Off After Policy Repeals? Evidence from Two Green Policies. *Journal of Marketing Research*, 62(2), 189-206. <https://doi.org/10.1177/00222437241290157>

WORKING PAPERS UNDER REVIEW

1. Liu, P., Chan, T., Che, H. (2022) "Social Status-Seeking in Online Game Community and Its Effects on User Engagement and Purchases," Being revised for second-round review at **Marketing Science**
2. Qian, Y., Che, H., Liu, Y.Z., Jiang, Y.C., and Shang, J. (2021), "Know Your Competitors and Consumers through Machine Learning: Deriving Competitive Intelligence through User Favorites and Comment Threads." Being revised for fourth-round review at **Production and Operations Management**.
3. Orsdemir, A., Kim, S., & Che, H. (2022). The Effects of Staggered Implementation of Single-Use Bag Policies on Consumer and Firm Waste Generation Behavior. Reject and resubmit at **Management Science**.

⁵ The authors are listed in reverse alphabetic order.

4. Ho, C., Choi, A., Che, H., and You, S. (2025). "Self-presentation in Influencer Commerce: Bodily Cues, Viewer Perceptions, and Sales Performance," Being revised for second-round review in **MIS Quarterly**.
5. Zeng, Q., Che, H., Chandukala, S., and Yang, L. (2025), "Impact of Anchors' Voice Characteristics on Viewer Engagement in Live Streams," First-round review in **Journal of Marketing**.

SELECTED RESEARCH IN PROGRESS

1. "Using Machine Learning Methods in Understanding Consumer-Retailer Chattings and its Effects on Consumer Purchase and Reviews", with Xiao Liu and Tulin Erdem
2. "Consumer Search and Purchase with Endogenous Choice of Mobile and PC Channels", with Shuo Zhang and Zhenling Jiang
3. Player Level Progression project with Peng Liu and Cheng Chou.

INVITED SEMINAR PRESENTATION (From 2015 to present)

- **2025:** Shanghai Jiaotong University, University of South Florida (presented by coauthor)
- **2024:** Shanghai Jiaotong University, Fudan University, Hong Kong University, Singapore Management University
- **2023:** Georgetown University (presented by coauthor), Korean Advance Institute of Technology (presented by coauthor), Shanghai Jiaotong University, Tsinghua University, Peking University
- **2022:** East China Normal University, Yonsei University (presented by coauthor), University of Guelph, University of British Columbia (presented by coauthor), Fudan University
- **2021:** Shanghai University of Finance and Economics, University of Southern California
- **2020:** Fudan University
- **2019:** University of California Riverside, Sun Yat-sen University, Shanghai Jiaotong University
- **2018:** University of Southern California, Santa Clara University, Tonji University, Shanghai Tech, Fudan University, University of Nottingham Ning Bo
- **2017:** Hongkong University of Science and Technology, Fudan University

- **2016:** Baruch College at City University of New York, University of North Carolina at Charlotte, University of California at Riverside, McGill University
- **2015:** Washington University in St Louis, Fudan University, Indiana University in Bloomington, University of Toronto, Rice University, University of Zurich, University of Tilburg, University of Pennsylvania

INVITED CONFERENCE PRESENTATION (From 2015 to present)

- **2025:** ISMS Marketing Science Conference (presented by coauthor)d
- **2024:** ISMS Marketing Science Conference, IEEE Conference on AI×Business (presented by coauthors)
- **2023:** Marketing Dynamics Conference, Stanford Sustainability and Marketing Conference, Marketing Science Institute Diversity Equity and Inclusion (DEI) Conference, ISMS Marketing Science Conference (presented by coauthors)
- **2022:** Joint Statistical Meetings (JSM) Session on Marketing in Statistics (American Statistics Association), Korea Marketing Association Summer Session on Causal Inference (presented by coauthor), Annual Marketing Summit Conference (East China Normal University), China India Marketing Conference
- **2021:** NYU-Temple-CMU 2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, AIM (Artificial Intelligence in Management) Conference, INFORMS Marketing Science Conference 2021
- **2020:** Symposium on Data Science and Statistics (American Statistics Association), INFORMS Marketing Science Conference 2020
- **2019:** American Marketing Association Winter Conference, Consumer Search and Switching Costs workshop at the UCLA Anderson School of Management, Yale Conference for Customer Insight, China Marketing International Conference 2019 (session chair)
- **2018:** INFORMS International Conference Taipei, China Marketing International Conference 2018 (featured speaker)
- **2017:** Marketing Dynamics Conference (HKUST)
- **2016:** INFORMS Marketing Science Conference (session chair)
- **2015:** China India Insights Conference (Yale China India Insight

Program and Cheung Kong Graduate School of Business (CKGSB))

TEACHING (Since 2015)

Fall 2017-present

Marketing Analytics (MBA Elective)
Data-Driven Marketing (Undergrad Elective)
Empirical Models in Marketing (Ph.D.)
A. Anderson School of Management, University of California Riverside

Spring 2017 Database Marketing (Marketing Analytics) (Undergrad Elective)
(Teaching Rating: 4.4/5.0)
A. Anderson School of Management, University of California Riverside

Spring 2016 Special Topics in Empirical Research in Marketing (PhD Course)
(Teaching Rating: 7.0/7.0)
Kelley School of Business, Indiana University in Bloomington

Fall 2015 Marketing Research (Undergrad Required Course, 3 sections)
(Teaching Rating: 6.14, 6.21, 6.14/7.0)
Kelley School of Business, Indiana University in Bloomington

2012-2018 Empirical Models in Marketing (PhD course)
School of Management, Fudan University

AWARDS, HONORS AND GRANTS

2025 Outstanding Area Editor Award at the Journal of Academy of Marketing Science
2023 Best Reviewer Award at the Journal of Academy of Marketing Science
2023 UC Riverside Committee on Research Research Grant
2017-2022 UC Riverside Committee on Research Travel Grant
2015 Best Paper Award at 2015 International Conference of Asian Marketing Associations
2015-2018 China's National Science Foundation Grant for Collaboration with Overseas Researcher (Principal Investigator)
2011-2014 China's National Science Foundation Grant for Project on User-Generated Content (Participant)
2009 Marketing Science Institute Young Scholar Program
2009 Marketing Science Institute Grant on User-generated Content
2007 American Marketing Association Doctoral Consortium Faculty Fellow
2006-2008 UC Berkeley Committee on Research Faculty Research Grant
2006 UC Berkeley Committee on Research Teaching Grant
2006 UC Berkeley Committee on Research Research Assistantship Grant

2003-2006	UC Berkeley Committee on Research Junior Faculty Research Grant
2002	American Marketing Association Doctoral Consortium Student Fellow
1999	Ontario Graduate Student Scholarship in Canada
1998-2000	University of Toronto Connaught Fellowship (top 5% of graduate students)

SERVICE TO THE UNIVERSITY AND ACADEMIC COMMUNITY

1. University of California Riverside, School of Business, Executive Committee (2023-2025)
2. University of California Riverside, School of Business, Hiring Committee member for the Finance, Management Information Systems, and Marketing areas (2021-present)
3. Co-Organizer for “Environmental Footprint × Individual Choice × Organizational Outcomes: The Interdependencies” at the 12th Choice Symposium 2023, August 2023 INSEAD (*withdrawn from conference due to treatment for illness)
4. University of California Riverside, School of Business, Strategic Plan Implementation Committee (2023-present)
5. University of California Riverside, School of Business, Chair of the Steering Committee on the Master of Business Analytics Program Committee (2021-present)
6. University of California Riverside, Member of UC Riverside Artificial Intelligence Research (RAISE) Institute (2024-present)
7. University of California Riverside, Chair of the University-level Committee on Research (2018-2021)
8. University of California Riverside, Chair of the School of Business Post-graduate Programs Committee (2017-2019)
9. University of California Riverside, School of Business Tenure and Promotion Committee (2017-Present)
10. Indiana University Kelley School of Business Research Policy Committee (2016-Jan 2017)
11. Indiana University Kelley School of Business Kelley+ (Master Program for Undergrad Students) Committee (2015-Jan 2017)
12. Indiana University Kelley School of Business Marketing Department Recruiting Committee (2015)
13. Co-Chair for the Albert Haring Symposium for Doctoral Research in Marketing sponsored by Indiana University Kelley School of Business and Madhuri & Jagdish N. Sheth Foundation (2014 and 2015)
14. Indiana University Kelley School of Business Marketing Department PhD Committee (2012-Jan 2017)
15. Indiana University Kelley School of Business 4+1 program (Accelerated Master Program for Undergraduate Students) committee (2014-Jan 2017)
16. Indiana University Kelley School of Business Chinese Business Association Faculty Mentor (2012-Jan 2017)
17. University of Southern California Marshall Marketing Department Recruiting Committee (2008, 2011)
18. University of California at Berkeley Haas Marketing Group Recruiting

- Committee (2004, 2006)
19. University of California at Berkeley Haas Ad Hoc Committee for Hiring of Adjunct Professor (2006)

SUPERVISION

At University of California Riverside:

1. **Dawei Jian** (Operation Management Ph.D., Dissertation Committee)
Initial placement: University of Wisconsin, Milwaukee
2. **Chloe Moon** (Marketing Ph.D, Dissertation Committee);
Initial placement: Loyola Marymount University
3. **Mohammad Zolghadr** (Operation Management Ph.D, Dissertation and Qualifying Exam Committee);
4. **Yang Bai** (Marketing Ph.D, Qualifying Exam Committee);
5. **Mrinal Bajaj** (MBA Student Independent Study)
6. **Liangyu Liu** (MBA Student Independent Study)
7. **Ori Liwanag** (Undergrad Student Research Assistant)

At Indiana University in Bloomington

1. **Peng Liu** (Marketing Ph.D, Advisor)
Initial Placement: Santa Clara University
2. **Yoonju Han** (Marketing Ph.D, Dissertation Committee)
Initial Placement: Lehigh University
3. **Eric Schmidbauer** (Business Economics Ph.D,
Dissertation Committee)
Initial Placement: University of Central Florida

At University of Southern California

1. **Linli Xu** (Marketing Ph.D, Dissertation Committee)
Initial Placement: University of Minnesota
2. **Ricardo Reyes** (Psychology Ph.D, Dissertation Committee)
Initial Placement: A.C.Nielson
3. **Abhishek Borah** (Marketing Ph.D, Oral Exam Committee)

At University of California at Berkeley

1. **Qiaowei Shen** (Marketing Ph.D, Dissertation Committee)
Initial placement: Wharton School at University of Pennsylvania
2. **Yakov Bart** (Marketing Ph.D, Dissertation Committee)
Initial placement: INSEAD
3. **Ravi Shanmugam** (Marketing Ph.D, 2nd year paper adviser)
4. **Pedro Gardete** (Marketing Ph.D, 2nd year paper adviser)

Others

1. **Dan Zheng** (Fudan University Marketing Ph.D, Dissertation Committee)
Initial Placement: New York University Shanghai

REFERENCES

Professor Tat Chan
Olin School of Business, Washington University, St Louis, MO 63130
Tel: (314) 935-6096
Email: chan@wustl.edu

Professor Tulin Erdem
Stern School of Business, New York University, New York,
NY 10012-1126
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Professor K. Sudhir
School of Management, Yale University, New Haven, CT 06520-8200
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Professor P.B. Seetharaman
Olin School of Business, Washington University, St Louis,
MO 63130
Tel: (314) 935-3574
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PERSONAL

Citizen of USA
Married