

# Hai Che

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Marketing Group  
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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     **Ph.D Pre-candidate** (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

- 2008-current    Assistant Professor, Marketing Department, Marshall School of Business, USC
- 2003-2008      Assistant Professor, Marketing Group, Haas School of Business, UC Berkeley
- 2001-2003      **Doctoral Student Editorial Board**, Marketing Science, INFORMS
- 1994-1996      Fuji Bank Ltd. (Japan), China  
                  **Senior Officer**: Project Finance, Syndicated Loans and Corporate Loans

## PROFESSIONAL EXPERIENCE

### Journals

Ad Hoc reviewer for:

Marketing Science

Quantitative Marketing and Economics

Management Science

Journal of Marketing Research

Manufacturing and Service Operations Management

Production and Operations Management

International Journal of Industrial Organization

### Others

Reviewer for MSI's 2007, 2008 Alden G. Clayton Doctoral Dissertation Proposal Competition

## PROFESSIONAL MEMBERSHIP

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

## RESEARCH INTEREST

Empirical Choice Models, Empirical Industrial Organization, Competitive Pricing and Product Line Strategies, Behavioral Economics

## PUBLICATIONS

"Bounded Rationality in Pricing Under State Dependent Demand: Do Firms Look Ahead? How Far Ahead?", with K. Sudhir and P.B. Seetharaman, August 2007, **Journal of Marketing Research**

"Price Competition in Markets with Consumer Variety-seeking", with P.B. Seetharaman, *forthcoming* at **Marketing Science**;

"Theory-driven Choice Models", with Tülin Erdem, Kannan Srinivasan, Wilfred Amaldoss, Patrick Bajari, Teck Ho, Wes Hutchinson, Michael Katz, Michael Keane, Robert Meyer and Peter Reiss, **Marketing Letters**, Volume 16, Numbers 3-4, December 2005, pp225-237;

"Leveraging Uncertainty through Make-to-Order", with Chakravarthi Narasimhan and V. Padmanabhan, *forthcoming* at **Quantitative Marketing and Economics**;

“Speed of Replacement: Modeling Brand Loyalty Using Last-Move Data”, with P.B. Seetharaman, *forthcoming* at **Journal of Marketing Research**

## **WORKING PAPERS**

" Negative Advertising and Voter Choice", with Ganesh Iyer and Ravi Shanmugam

“Investigating Reference Price in Repeated Business-to-Business Transactions”, with Hernan Bruno and Shantanu Dutta

“Consumer Dynamic Choice in a Product Line and Firm Strategies”, with Tulin Erdem and Sabri Oncu

“The Effects of Stock-outs on Consumer Choice”, with Yuxin Chen and Xinlei Chen

"Empirical Analysis of Present-Bias in Choice Behavior Using Medical Claim Settlement Data", with Teck Ho and Charis Kaskiris

"Beyond the Tradeoff between Richness and Representativeness: Optimally Combining Individual and Store level Data," with K. Sudhir and P.B. Seetharaman

## **RESEARCH IN PROGRESS**

"Modeling Disequilibrium Behavior in Pricing Games", with Teck Ho and Thomas Palfrey

"Incomplete Information and Pricing Behavior", with Ganesh Iyer and P.B. Seetharaman;

"How Stock-outs Affect Consumer Purchase Incidence and Store Choice: A Multi-category Analysis", with K. Sudhir and Yu Ma

“Empirical Analysis of Trade Promotion Data and Retail Pass-through”, with K. Sudhir

“Helping Strangers: Who Contributes to Online Communities, How Much do they Contribute, and Why?”, with Nicholas Lurie and Allen Weiss

## **INVITED PRESENTATION**

1. “Investigating Reference Price Effect in Repeated Business-to-Business Transactions”  
March 2009 (Scheduled), University of British Columbia  
May 2009 (Scheduled), Hongkong University of Science and Technology

2. "Negative Advertising and Voter Choice"  
 September 2007, Purdue University  
 October 2007, University of Southern California  
 February 2008, University of Toronto  
 May 2008, Cheung-Kong Graduate School of Business
3. "Speed of Replacement: Modeling Brand Loyalty Using Last-move Data"  
 January 2007, University of Houston  
 March 2007, University of Texas at Dallas
4. "Modeling Disequilibrium Behavior in Pricing Games",  
 Spring 2005, University of Southern California  
 Spring 2005, Santa Clara University
5. "Pricing Behavior in Markets with State-dependence in Demand",  
 Spring 2004, University of Chicago  
 Fall 2002-Spring 2003,  
 Berkeley,  
 Carnegie Mellon,  
 Houston,  
 INSEAD,  
 Minnesota,  
 National University of Singapore,  
 NYU,  
 Rice,  
 Rochester,  
 Rutgers,  
 Stanford,  
 SUNY-Buffalo,  
 University of Southern California,  
 Washington University in St Louis

## **CONFERENCE PRESENTATION**

1. "Negative Advertising and Brand Choice",  
 July 2007, Summer Institute of Competitive Strategy (University of California at Berkeley)  
 June 2007, INFORMS Marketing Science Annual Conference (Singapore Management University)
2. "Speed of Replacement: Modeling Brand Loyalty Using Last-Move Data",  
 March 2007, Frank Bass Conference at University of Texas in Dallas
3. "Make-to-Order",  
 October 2006, Quantitative Marketing and Economics Conference  
 May 2006, Berkeley-Stanford-Davis-Santa Clara research conference
4. "The Effects of Stock-outs on Consumer Choice"  
 Summer 2006, INFORMS Marketing Science Annual Conference (University of Pittsburgh)
5. "Modeling Disequilibrium Behavior in Pricing Games",  
 Summer 2005, INFORMS Marketing Science Annual Conference (Emory University)

6. “Structural Modeling of Firm Behavior in Marketing”,  
Summer 2004, Choice Modeling Symposium on Theory-Driven Models (University of Colorado, Boulder)
7. “Pricing Behavior in Markets with State-dependence in Demand”,  
Summer 2003, INFORMS Marketing Science Annual Conference (University of Maryland)
8. Discussant for “Quantity-Based Price Discrimination” by Wes Hartmann and Brian Viard,  
Summer 2005, Summer Institute of Competitive Strategy (University of California at Berkeley)
9. Discussant for “Predicting Online Purchase Conversion Using Web Path Analysis” by Alan Montgomery et al., Fall 2004, Quantitative Marketing and Economics Conference (University of Chicago)

## TEACHING

|             |  |
|-------------|--|
| Spring 2007 | Marketing Research ( <b>Daytime MBA</b> )<br>(course overall evaluation: 6.0/7.0)<br>Empirical Models and Methods in Marketing ( <b>PhD</b> )<br>(course overall evaluation: 6.5/7.0)<br>Haas School of Business, University of California at Berkeley   |
| Fall 2005   | Marketing Research ( <b>Undergrad</b> ) ( <b>club 6 member</b> <sup>1</sup> )<br>(course overall evaluation: 6.0/7.0)<br>Undergraduate Marketing Core ( <b>Undergrad</b> ) (2 sections) ( <b>club 6 member</b> )<br>(course overall evaluation: 6.0/7.0)<br>Ph.D Research Seminar in Marketing ( <b>Ph.D</b> ) ( <b>club 6 member</b> )<br>(course overall evaluation: 7.0/7.0)<br>Haas School of Business, University of California at Berkeley |
| Fall 2004   | Marketing Research Elective ( <b>MBA, EWMBA, Undergrad</b> )<br>(course overall evaluation: 5.0/7.0 for Undergrad, 5.0/7.0 for EWMBA, 2.0/7.0 for MBA)<br>Ph.D Research Seminar in Marketing ( <b>Ph.D</b> ) ( <b>club 6 member</b> )<br>(course overall evaluation: 7.0/7.0)<br>Haas School of Business, University of California at Berkeley   |
| Spring 2004 | Undergraduate Marketing Core Course ( <b>Undergrad</b> ) (3 sections)<br>(course overall evaluation: 5.0/7.0)<br>Haas School of Business, University of California at Berkeley   |
| Fall 1998   | Graduate Instructor, Ph.D Math and Statistics Review ( <b>Ph.D</b> )   |

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<sup>1</sup> Club 6.0 at Haas School of Business is a recognition of professors who have median 6.0 and above on a 7-point scale in regard to instructor effectiveness, other than overall course evaluation. On average, 30-40% of tenure track faculty enter this club each semester;

Rotman School of Business and Economics Department, University of Toronto

## **AWARDS, HONORS AND GRANTS**

|           |  |
|-----------|--|
| 2009      | Marketing Science Institute Young Scholar Program                        |
| 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**

Haas Marketing Group Recruiting Committee (2004, 2006)  
Ad Hoc Committee for Hiring of Adjunct Professor at Haas (2006)

## **SUPERVISION**

Qiaowei Shen (Haas Marketing Ph.D, Oral Exam committee and Dissertation committee)  
Initial placement: Wharton School at University of Pennsylvania  
Yakov Bart (Haas Marketing Ph.D, Oral Exam committee and Dissertation committee)  
Initial placement: INSEAD  
Ravi Shanmugam (Haas Marketing Ph.D, 2<sup>nd</sup> year paper adviser)  
Pedro Gardete (Haas Marketing Ph.D, 2<sup>nd</sup> year paper adviser)

## **DISSERTATION COMMITTEE**

Professor Chakravarthi Narasimhan,  
Olin School of Business, Washington University, St Louis, MO 63130  
(314) 935-6313  
Email: [narasimhan@wustl.edu](mailto:narasimhan@wustl.edu)

Professor P.B. Seetharaman  
Jesse Jones School of Business, Rice University, Houston, TX  
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Professor V. Padmanabhan  
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Professor K. Sudhir  
School of Management, Yale University, New Haven, CT 06520-8200  
(203)432-3289  
Email: [k.sudhir@yale.edu](mailto:k.sudhir@yale.edu)

## **PERSONAL**

Citizen of China, Permanent Resident of USA  
Single  
Interests: Jazz and Classic Music, Meditation, Nature, and Finding Good Restaurants