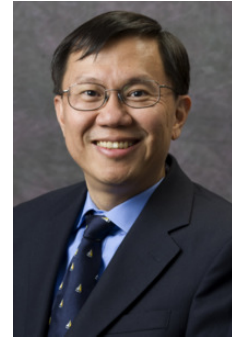


Professor HO Teck Hua
Tan Chin Tuan Centennial Professorship [Open]
From 26 June 2011



Vice-President (Research Strategy)
Professor of Marketing and Economics
National University of Singapore

Prof Ho graduated from the National University of Singapore with B. Eng. (Electrical Engineering), 1st Class Honours, in 1985 and M.Sc (Computer and Information Sciences) in 1989. He went on to the University of Pennsylvania, The Wharton School to obtain his M.A. (1991) and Ph.D. (1993) in Decision Sciences.

He held various university positions at the *National University of Singapore*, *University of California, Berkeley*, Haas School of Business, *University of Pennsylvania*, The Wharton School, and *University of California, Los Angeles*, The Anderson School.

At U.C. Berkeley's Haas School of Business, Prof Ho has been a chaired professor from 2002, and the Director of the Asia Business Center from 2007. He earned his tenure at The Wharton School, University of Pennsylvania in 1999. He was Assistant Professor of Operations and Technology Management at the UCLA's Anderson School of Management from 1994 to 1997.

RESEARCH / STUDIES

Prof Ho's research interests include Behavioral and Experimental Economics, Quantitative Marketing (pricing strategy and consumer choice models) and Marketing and Operations Management Interfaces.

He is most recognised for his contribution in the area of learning in strategic context. His papers on the Experience-Weighted Attraction (EWA) learning model are compulsory readings in all NUS graduate courses on behavioural and experimental economics. His most recent works centre on explaining behavioural violations in standard equilibrium concepts. His recent paper on peer-induced fairness offers an innovative perspective to fairness in games.

He serves in the editorial board of premium marketing journals such as *Journal of Marketing Research*, *Marketing Science* and *Management Science*, and is credited for integrating principles of behavioural economics into marketing research. He was honoured with numerous awards for his contributions in research, teaching and service, with the U.C. Berkeley Distinguished Teaching Award (2010) and the Cheit Teaching Award (Evening MBA) (2009) being the most recent.