

CURRICULUM VITAE

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RAMI ZWICK

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EDUCATION

- 1987 Ph.D. The University of North Carolina at Chapel Hill (Quantitative Psychology)
1983 M.A. University of Haifa, Israel (Experimental Psychology)
1978 B.A. The Hebrew University of Jerusalem, Israel (History and Archaeology)

PROFESSIONAL EXPERIENCE

- 2009- Professor of Marketing
Vice Dean for Academic Affairs (since July 1, 2010)
Department of Management and Marketing
School of Business Administration
University of California, Riverside
- Hong Kong University of Science and Technology
June 2005-2008 Chair Professor of Marketing
Acting Head, Department of Marketing (January - December 2008)
Associate Dean, HKUST Business School (July 2006-December 2009)
Director, Mphil/PhD Programs (July 1, 2006-December 2007)
Co-Director, Center for Experimental Business Research (1998-2009)
- 2002-2005 Professor of Marketing
1996-2002 Associate Professor of Marketing
- 1994-1995 Senior Lecturer of Marketing
University of Auckland, New Zealand
- 1993-1994 Visiting Research Associate, Department of Economics
University of Pittsburgh
- 1988-1993 Assistant Professor of Marketing
Pennsylvania State University
- 1987-1988 Visiting Assistant Professor of Marketing
Carnegie-Mellon University

RESEARCH INTERESTS

- Consumer behavior
- Experimental and behavioral economics
- Negotiation

TEACHING EXPERIENCE (in alphabetical order)¹

- Advertising
- Consumer Behavior
- Direct Marketing
- Managerial Decision Making
- Marketing and E-Commerce
- Marketing Management
- Marketing Modeling
- Marketing Research
- Negotiation
- Statistical Inference and Decisions

SERVICE TO PROFESSION (further information at the end of the CV)

Economic Science Association, Executive Board Member (2006-2009)

Society for Judgment and Decision Making, Executive Board Member (2003-2005)

Editorial Board:

- Marketing Science (2005-)
- Experimental Economics (2004-)
- International Journal of Internet Marketing and Advertising (2002-)

PUBLICATIONS

Working Papers:

1. Mak, Vincent, Rami Zwick and Akshay R. Rao (2010), “Pay what you want” as a profitable pricing strategy: Theory and experimental evidence” (under review)
2. Mak, Vincent and Rami Zwick. (2010). “Adoption Cascades with Localized Communication: An Experimental Study” (under review)
3. Zwick, Rami and Vincent Mak (2010), Gaming with Fairness: Some Conjectures on Behavior in Alternating Offer Bargaining Experiments. Book chapter prepared for the Conflict Resolution Handbook, edited by Gary Bolton and Rachel Croson to be published by Oxford University Press.

Journal Articles:

1. Xu, Alison Jing, Rami Zwick and Norbert Schwarz (in press), “Washing away your (good or bad) luck: Physical cleansing affects risk-taking behavior [SHORT REPORT],” Journal of Experimental Psychology: General.

¹ See information about executive education under “Service to Employers” at the end of the CV.

2. Chark, Robin, Amnon Rapoport and Rami Zwick (in press), “Experimental comparison of two multiple-stage contest designs with asymmetric players,” Public Choice. (Published online first as DOI 10.1007/s11127-010-9631-8).
3. Mak, Vincent and Rami Zwick (2010), “Investment Decisions and Coordination Problems in a Market with Network Externalities: An Experimental Study,” Journal of Economic Behavior and Organization, 76(3), 759-773.
4. Rapoport, Amnon, Stein, William E., Vincent Mak, Rami Zwick and Darryl A. Seale (2010), “Endogenous Arrivals in Batch Queues with Constant or Variable Capacity,” Transportation Research Part B, 44(10), 1166–1185.
5. Mak, Vincent, and Rami Zwick (2009). “Confidentially yours”: Restricting information flow between trustees enhances trust-dependent transactions,” Journal of Economic Behavior and Organization, 70, 142-154.
6. Stein, William E., Amnon Rapoport, Darryl A. Seale, Hongtao Zhang and Rami Zwick (2007), "Batch Queues with Choice of Arrivals: equilibrium analysis and experimental study," Games and Economic Behavior, 59, 345–363
7. Rapoport, Amnon, Vincent Mak and Rami Zwick (2006), “Navigating Congested Networks with Variable Demand: Experimental Evidence,” Journal of Economic Psychology, 27, 648–666.
8. Zwick, Rami, Amnon Rapoport, Alison King Chung Lo and A. V. Muthukrishnan (2003), “Consumer Search: Not Enough or Too Much?” Marketing Science, 22(4), 503-519.
9. Cooper, David J., Nick Feltovich, Alvin E. Roth and Rami Zwick (2003), “Relative versus Absolute Speed of Adjustment in Strategic Environments: Responder Behavior in Ultimatum Games,” Experimental Economics, 6, 181–207.
10. Zwick, Rami and Amnon Rapoport (2002), “Tacit Coordination in a Decentralized Market Entry Game with Fixed Capacity,” Experimental Economics, 5, 253-272.
11. Chakravarti et al.², (2002), “Auctions: Research Opportunities in Marketing,” Marketing Letters, 13(3), 281-296. (This paper is based on session proceedings at the UC-Berkeley 2001 Choice Symposium held at the Asilomar Conference Center, June 1-5, 2001.)
12. Rapoport, Amnon, Alison King Chung Lo and Rami Zwick (2002), “Choice of prizes allocated by multiple lotteries with endogenously determined probabilities,” Organizational Behavior and Human Decision Processes, 87(1), 180-206.
13. Zwick, Rami, Amnon Rapoport and Eythan Weg (2000), “Invariance failure under subgame perfectness in sequential bargaining,” Journal of Economic Psychology, 21(5), 517-544.

² Chakravarti, Dipankar, Eric Greenleaf, Atanu Sinha, Amar Cheema, James C. Cox, Daniel Friedman, Teck H. Ho, R. Mark Isaac, Andrew A. Mitchell, Amnon Rapoport, Michael H. Rothkopf, Joydeep Srivastava and Rami Zwick

14. Herschlag, Miriam and Rami Zwick (2000), "Internet Auctions – a popular and professional literature review," Quarterly Journal of Electronic Commerce, 1(2), 161-186.
15. Zwick, Rami and Xiao-Ping Chen (1999), "What Price Fairness? A Bargaining Study," Management Science, 45 (6), 804-823. (A popular version of this paper was published in *The Hong Kong Business*, June 2000, 75-76).
16. Zwick, Rami and Ching Chyi Lee (1999), "Bargaining and search: An experimental study," Group Decision and Negotiation, 8 (6), 463-487.
17. Bolton, Gary, Elena Katok and Rami Zwick (1998), "Dictator game giving: Fairness versus random acts of kindness," The International Journal of Game Theory, 27(2), 269-299.
18. Weg, Eythan, Rami Zwick and Amnon Rapoport (1996), "Bargaining in uncertain environments: A systematic distortion of perfect equilibrium demands," Games and Economic Behavior, 14, 260-286.
19. Zwick, Rami, Rik Pieters and Hans Baumgartner (1995), "On the practical significance of hindsight bias: the expectancy-disconfirmation model of consumer satisfaction," Organizational Behavior and Human Decision Processes, 64(1), 103-117.
20. Rapoport, Amnon, Ido Erev and Rami Zwick (1995), "An experimental study of buyer-seller negotiation with one sided incomplete information and time discounting," Management Science, 41(3), 377-394.
21. Bolton, Gary E. and Rami Zwick (1995), "Anonymity versus punishment in ultimatum bargaining," Games and Economic Behavior, 10, 95-121. (Included in the *Games and Economic Behavior - Virtual Special Issue on Experimental Game Theory*, March 2010).
22. Weg, Eythan and Rami Zwick (1994), "Toward the settlement of the fairness issue in ultimatum games: A bargaining approach," Journal of Economic Behavior and Organization, 24, 19-34.
23. Fisher, Ann, William J. Wheeler and Rami Zwick (1993), "Experimental methods in agricultural and resource economics: How useful are they?" Agricultural and Resource Economics Review, 22(1), 103-116.
24. Wallsten, Thomas S., David V. Budescu and Rami Zwick (1993), "Calibration and coherence of numerical and verbal probability judgments," Management Science, 39, 176-190.
25. Wallsten Tom, David Budescu, Rami Zwick and Steven Kemp (1993), "Preferences and reasons for communicating probabilistic information in verbal or numerical terms," Bulletin of the Psychonomic Society, 31, 135-138.
26. Zwick, Rami, Amnon Rapoport and John C. Howard (1992), "Two-person sequential bargaining behavior with exogenous breakdown," Theory and Decision, 32, 241-268.

27. Weg, Eythan and Rami Zwick (1991), "On the robustness of perfect equilibrium in fixed cost sequential bargaining under isomorphic transformation," Economics Letters, 36, 21-24.
28. Budescu, David V., Rami Zwick, Thomas S. Wallsten and Ido Erev (1990), "Integration of linguistic probabilities," International Journal of Man-Machine Studies, 33, 657-676.
29. Zwick, Rami and Thomas S. Wallsten (1989), "Combining stochastic uncertainty and linguistic inexactness: Theory and experimental evaluation of four fuzzy probability models," International Journal of Man Machine Studies, 30, 69-111. (Reprinted in Machine Learning and Uncertain Reasoning, KBS Series, Vol. 3, pp. 337-379. Eds. Brain Gains and J. Boose, London: Academic Press.)
30. Zwick, Rami. (1988), "The evaluation of verbal models," International Journal of Man-Machine Studies, 29, 149-157.
31. Rapoport, Amnon, Rami Zwick and Sandra G. Funk (1988), "Selection of portfolios with risky and riskless assets: Experimental tests of two expected utility models," Journal of Economic Psychology, 9, 169-194.
32. Zwick, Rami, Edward Carlstein and David V. Budescu (1987), "Measures of similarity among fuzzy concepts: A comparative analysis," International Journal of Approximate Reasoning, 1, 221-242.
33. Zwick, Rami (1987), "A note on random sets and Thurstonian scaling methods," Fuzzy Sets and Systems, 21, 351-356.
34. Budescu, David V., Rami Zwick and Amnon Rapoport (1986), "Comparison of the analytic hierarchy process and the geometric mean procedure for ratio scaling," Applied Psychological Measurement, 10, 69-78.
35. Wallsten, Thomas S., David V. Budescu, Amnon Rapoport, Rami Zwick and Barbara Forsyth (1986), "Measuring the vague meaning of probability terms," Journal of Experimental Psychology: General, 115, 348-365.
36. Zwick, Rami and Amnon Rapoport (1985), "Relative gain maximization in sequential 3-person characteristic function games," Journal of Mathematical Psychology, 29, 333-359. (Reprinted in Rapoport, A. 1990. Experimental Studies of Interactive Decisions. Dordrecht, Holland: Kluwer Academic Publishers.)

Chapter in edited books:

1. Gary E Bolton, Jordi Brandts, Elena Katok, Axel Ockenfels and Rami Zwick (2008), "Testing theories of other-regarding behavior: A sequence of four laboratory studies," in Charles R. Plott and Vernon L. Smith (Eds.) Handbook of Experimental Economics Results, Volume 1. Amsterdam: North-Holland, pp. 488-499.

2. Lee, Ching Chyi, Eythan Weg and Rami Zwick (2005), "Failure of Bayesian updating in repeated bilateral bargaining," in Amnon Rapoport and Rami Zwick (Eds.), Experimental Business Research, Vol. 2: Economic and Managerial Perspectives, Springer: Dordrecht, The Netherlands, pp. 249-260.
3. Parco James E., Amnon Rapoport, Darryl A. Seale, William E. Stein and Rami Zwick (2004), "Sealed-Bid Double-auctions: Revealing Information in Multistage Bargaining," in Steffen Huck (Ed.) Advances in Understanding Strategic Behaviour: Game Theory, Experiments, and Bounded Rationality. Essays in Honour of Werner Güth, Palgrave Macmillan: UK, pp. 209-234.
4. Zwick, Rami, Amnon Rapoport and Alison King Chung Lo (2002), "Behavioral strategies in repeated pure coordination games," In R. Zwick and A. Rapoport (Eds.) Experimental Business Research. New York: Kluwer, pp.135-166.
5. Rapoport, A. and Zwick, R. (2000). Game theory. In A. E. Kazdin (Ed.), Encyclopedia of Psychology. New York: Oxford University Press, 424-426.
6. Zwick, Rami, Ido Erev and David Budescu (1999) "The Psychological and Economical Perspectives on Human Decisions in Social and Interactive Contexts" In Budescu, Erev and Zwick (Eds.), Games and Human Behavior: Essays in honor of Amnon Rapoport. Lawrence Erlbaum Associates: New Jersey, pp. 3 –20.
7. Weg, Eythan and Rami Zwick (1999), "Infinite horizon bargaining games: Theory and experiments." In Budescu, Erev and Zwick (Eds.), Games and Human Behavior: Essays in honor of Amnon Rapoport. Lawrence Erlbaum Associates: New Jersey, pp. 259 – 296.
8. Stein, William E. and Rami Zwick (1988), "Fuzzy random variables," in Combining Fuzzy Imprecision with Probabilistic Uncertainty in Decision Making, Lecture Notes in Economics and Mathematical Systems, Vol. 310, Eds. Janusz Kacprzyk and Mario Fedrizzi, New York: Springer-Verlag, pp. 66-74.
9. Zwick, Rami, David V. Budescu and Thomas S. Wallsten (1988), "An empirical study of the integration of linguistic probabilities," in Fuzzy Sets in Psychology, ed. Tamas Zetenyi, New York: Elsevier Science Publishers B.V., pp. 91-125.

Edited Books:

1. Rapoport, Amnon and Rami Zwick (Eds.), (2005) Experimental Business Research, Vol. II: Economic and Managerial Perspectives, Springer Dordrecht, New York. 267 pp. ISBN: 0-387-24214-7.
2. Zwick, Rami and Amnon Rapoport (Eds.), (2005) Experimental Business Research, Vol. III: Marketing, Accounting, and Cognitive Perspectives, Springer Dordrecht, New York. 318 pp. ISBN: 0-387-24215-5.
3. Zwick, Rami and Amnon Rapoport (Eds.), (2002) Experimental Business Research. Kluwer Academic Publishers: Norwell, MA and Dordrecht, The Netherlands. 410 pp. ISBN 0-792-37483-5.

4. Budescu, David, Ido Erev and Rami Zwick (Eds.), (1999) Games and Human Behavior: Essays in honor of Amnon Rapoport. Mahwah, NJ, USA: Lawrence Erlbaum Associates, Inc., Publishers. 1999, xiii, 427 pp. ISBN: 0-8058-2659-9.

Edited Conference Proceedings:

1. Zwick, Rami and Tu Ping (Eds.), (2002) Asia Pacific Advances in Consumer Research, Vol. V, Valdosta, GA: Association for Consumer Research. (ISBN: 0-915552-50-7, 423 pp.)

Refereed Conference Proceedings:

1. Zwick, Rami and Eythan Weg (2000), 'An experimental study of buyer-seller negotiation: Self-interest versus other-regarding behavior,' In Stephen J. Hoch and Robert Meyer (eds.), Advances in Consumer Research, Vol 27, Provo, UT: Association for Consumer Research, 190-195.
2. Lang, Bodo, Christina Kwai-Choi Lee and Rami Zwick (1999), "Message Sidedness at the Brand and Product Form Levels: Overcoming the Shortcoming of Two-sided Messages?" In Eric J. Arnould and Linda M. Scott (eds.), Advances in Consumer Research, Vol 26, Provo, UT: Association for Consumer Research, 485-490.
3. Pieters, Rik and Rami Zwick (1993), "Hindsight bias in the context of a consumption experience," European Advances in Consumer Research, Volume 1, June 11-14, 1992, Amsterdam, The Netherlands. pp. 307-311.

Non-Refereed Conference Proceedings:

1. Zwick, Rami (2002), "Special Session Summary: Internet market institutions," in Susan M. Broniarczyk and Kent Nakamoto (eds.), Advances in Consumer Research, Vol 29, Valdosta, GA: Association for Consumer Research, 487-488.
2. Zwick, Rami (2000), "Special Session Summary: Game-theoretic based experiments in consumer research," in Stephen J. Hoch and Robert Meyer (eds.), Advances in Consumer Research, Vol 27, Provo, UT: Association for Consumer Research, 189.
3. Lang, Bodo, Christina Kwai-Choi Lee and Rami Zwick (1996), "Message Sidedness in a Product Brand, Product Form and Product Class Context", proceedings of Australian and New Zealand Marketing Educators Conference (ANZMEC), Auckland, New Zealand.
4. Zwick, Rami and Harish Sujan (1994), "Special Session Summary: Negotiation: An interdisciplinary approach," In Chris T. Allen and Deborah Roedder John (eds.), Advances in Consumer Research, Vol XXI, Nashville TN, 21, 435.

Reviews:

1. Zwick, Rami (1993), "Review of 'Fuzzy Set Theory and its Applications' by Hans-Jürgen Zimmermann" The American Journal of Psychology, 106(2), 304-307.

2. Zwick, Rami (1992), "Not everything that is possible is probable: Review of 'Possibility Theory' by D. Dubois and H. Prade," Journal of Mathematical Psychology, 36(1), 154-158.

INVITED TALKS (since 2010)

Rady School of Management, University of California, San Diego (October 13, 2010)
College of Business and Economics, California State University, Northridge (October 1, 2010)
Judge Business School, University of Cambridge, England (June 10, 2010)
Haas School of Business, University of California, Berkeley (March 5, 2010)

CONFERENCE PRESENTATIONS:

Note: In all cases, the first author presented the paper unless specified otherwise.

1. Mak, Vincent, Rami Zwick and Akshay R. Rao (2010), *Pay-What-You-Want as a Profitable Pricing Strategy: Theory and experimental evidence*., Marketing in Israel X, Tel Aviv and Jerusalem, December 27-28 (Presented by Rami Zwick).
2. Mak, Vincent and Rami Zwick (2010), *Adoption Cascades with Localized Communication: An Experimental Study*, Annual Meeting of the Decision Science Institute, San Diego, November 20-23 (Presented by Rami Zwick).
3. Mak, Vincent, Rami Zwick and Akshay R. Rao (2010), *Conditions under which "Pay What You Want" is a profitable pricing strategy: Theory and experimental evidence*, North-American ESA Conference, Tucson, November 11-13 (Presented by Rami Zwick).
4. Mak, Vincent, Rami Zwick and Akshay R. Rao (2010), *Conditions under which "Pay What You Want" is a profitable pricing strategy: Theory and experimental evidence*, APA Annual Convention, San Diego, August 12-15 (Presented by Rami Zwick).
5. Mak, Vincent, Rami Zwick and Akshay R. Rao (2010), *Conditions under which "Pay What You Want" is a profitable pricing strategy: Theory and experimental evidence*, Foundations and Applications of Utility, Risk and Decision Theory (FUR), Newcastle University, England June 15-18 (Presented by Rami Zwick).
6. Mak, Vincent, Rami Zwick and Akshay R. Rao (2010), *Conditions under which "Pay What You Want" is a profitable pricing strategy*, Marketing Science Conference, Cologne, Germany, June 17-19 (Presented by Rami Zwick).
7. Mak, Vincent and Rami Zwick (2009), *Cascades under Identical Information Endowment and Localized Communication: An Experimental Study*, Southern California Marketing Symposium, UCLA Anderson School, April 24 (Presented by Rami Zwick).
8. Mak, Vincent and Rami Zwick (2009), *When Word of Mouth Leads to Consumer Herding: An Experimental Study*, The Society for Consumer Psychology (SCP) Annual Conference, San Diego, February 12-14 (Poster).

9. Xu, Jing, Rami Zwick and Norbert Schwarz (2009), *Wash Away Your Good/Bad luck: Implications for Beliefs of Winning*, The Society for Consumer Psychology (SCP) Annual Conference, San Diego, February 12-14 (Poster).
10. Mak, Vincent and Rami Zwick (2008), *Purchase Decisions in a Market with Network Externalities: An Experimental Study*, Conference on Evolving Marketing Competition in the 21st Century, Mainz, Germany, June 24-25 (presented by Rami Zwick).
11. Mak, Vincent and Rami Zwick (2007), *The Influence of Opinion Leaders in New-product Diffusion through Social Networks*, Asia-Pacific Regional Meeting of the Economic Science Association, Shanghai, China, August 3-5.
12. Li, Jian, Robin Chark, King King Li, Brooks King-Casas, Geng Li, Edward Yang, Rami Zwick, Soo Hong Chew, Read Montague (2007), *Neural Representation of the Influence of Culture in a Trust Game: An fMRI Experiment involving Chinese and American Subjects*, Asia-Pacific Regional Meeting of the Economic Science Association, Shanghai, China, August 3-5 (Presented by Soo Hong Chew).
13. Mak, Vincent and Rami Zwick. (2007), *A model of word-of-mouth transmission of new-product information through social networks: Theory and experiment*, 2007 INFORMS Marketing Science Conference, Singapore, June 28-30.
14. Mak, Vincent and Rami Zwick (2007), *Betting On the Trend: An Experimental Study On Network Externalities With Continuous Demand*, Asia-Pacific Regional Meeting of the Economic Science Association, Osaka, Japan, February 10-12.
15. Mak, Vincent and Rami Zwick (2006), *Betting On the Trend: An Experimental Study On Network Externalities With Continuous Demand*, Marketing in Israel, Tel Aviv, December 25-27 (Presented by Rami Zwick).
16. Mak, Vincent, and Rami Zwick. (2006). "*Confidentially yours*": *Restricting information flow between trustees enhances trust-dependent transactions*, Association for Consumer Research 2006 North American Conference, Orlando, Florida, US, 28 September – 1 October (competitive paper – extended abstract was published in *Advances In Consumer Research*, 34, 632-633, 2007).
17. Stein, William E., Amnon Rapoport, Darryl A. Seale, Hongtao Zhang and Rami Zwick (2006), *Batch Queues with Choice of Arrivals: equilibrium analysis and experimental study*, INFORMS International Conference, Hong Kong, June 25-28 (Presented by Rami Zwick).
18. Mak, Vincent and Rami Zwick (2006), *Betting On The Trend: An Experimental Study On Network Externalities With Continuous Demand*, 12th International Conference on the Foundations and Applications of Utility, Risk and Decision Theory (FUR XII), Rome, Italy, June 22-26.
19. Mak, Vincent and Rami Zwick (2006), "*Confidentially Yours*": *Restricting Information Flow Between Trustees Enhances Trust-Dependent Transactions*, Inaugural Asia-Pacific

- Meeting of the Economic Science Association, Hong Kong University of Science & Technology, Hong Kong, January 23-25.
20. Stein, William E., Amnon Rapoport, Darryl A. Seale, Hongtao Zhang and Rami Zwick (2005), *Batch Queues with Choice of Arrivals: equilibrium analysis and experimental study*, FORS Triennial, Hawaii, July 11-15 (Presented by Rami Zwick).
 21. Mak, Vincent and Rami Zwick (2005), *Strategy and Behavior in N-Person Trust Game*, Judgment/Decision Making Society Meetings, Toronto Canada, November 11-14 (Poster presentation).
 22. Xu, Jing, Robert Wyer and Rami Zwick (2005), *Will You Buy What You Prefer? :The Effect of Preference Judgment on Choice*, Judgment/Decision Making Society Meetings, Toronto Canada, November 11-14 (Poster presentation).
 23. Stein, William E., Amnon Rapoport, Darryl A. Seale, Hongtao Zhang and Rami Zwick (2004), *Batch Service with Endogenous Arrivals: Equilibrium Analysis and Experimental Study*, North American Meetings of the Economic Science Association, Tucson Arizona, November 4-7. (Presented by Darryl A. Seale).
 24. Zwick, Rami Ching Chyi Lee and Eythan Weg (2004), *Weak Sensitivity to Reputation-building in an Ultimatum Scenario*, Marketing Science Conference, Rotterdam School of Economics, Holland, June 24-26.
 25. Ching Chyi Lee, Eythan Weg and Rami Zwick (2003), *Failure of Bayesian Updating in Repeated Bilateral Bargaining*, Second Asian Conference on Experimental Business Research, Hong Kong University of Science and Technology, Hong Kong, December 16 – 19.
 26. Zwick, Rami, Eythan Weg, Ching Chyi Lee and Renna Jiang (2002), *Weak Sensitivity to Reputation-building in An Ultimatum Scenario*, Judgment/Decision Making Society Meetings, Kansas City, MO, November 24-25. (Poster presentation).
 27. Zwick, Rami, Eythan Weg and Ching Chyi Lee (2002), *Weak Sensitivity to Reputation-building in An Ultimatum Scenario*, 8th Behavioral Decision Research in Management Conference, Chicago, May 30 to June 2. (Poster presentation).
 28. Lee, Ching Chyi, Rami Zwick and Benjamin Hak-Fung Chiao (2001), *Reputation Effect in Repeated Negotiations*, Marketing Science Conference, Wiesbaden, Germany, July 5 – 8. (Presented by Rami Zwick).
 29. Fruchter, Gila E., Z. John Zhang and Rami Zwick (2001), *Tailored Promotions for Customer Retention and Acquisition: Theory and Experimental Evidence*, Marketing Science Conference, Wiesbaden, Germany, July 5 – 8.
 30. Zwick, Rami, Amnon Rapoport, Alison King Chung Lo, and A. V. Muthukrishnan (2001), *Search with Recall for the Best Option from Relatively Ranked Alternatives*. Marketing in Israel, Tel-Aviv and Jerusalem, Israel, December 30-31.

31. Zwick, Rami and Eythan Weg (2001), *The Automatic Price Change protocol: Theoretical and Experimental Investigation*. Association for Consumer Research Annual Conference, Austin, TX, October 11-14.
32. Zwick, Rami, Amnon Rapoport, Alison King Chung Lo, and A. V. Muthukrishnan (2001), *Search With Recall For The Best Option From Relatively Ranked Alternatives*, Judgment/Decision Making Society Meetings, Orlando FL, November 17-19.
33. Zwick, Rami (2000), *The Internet as a Total Life Experience*, The First Biennial Conference of Hong Kong Economic Association: The Asian Pacific Economies in the New Millennium, The City University of Hong Kong, December 14-16.
34. Zwick, Rami, Amnon Rapoport and Alison King Chung Lo (2000), *Behavioral Strategies in Repeated Pure Coordination Games*, Judgment/Decision Making Society Meetings, New Orleans, November 18-20. (Poster presentation).
35. Amnon Rapoport, Alison King Chung Lo and Rami Zwick (2000), *Consumers Behavior in an Allocation of Resources Task With Endogenously Determined Probabilities*, Marketing Science Conference, Los Angeles, CA, June 22-25. (Presented by Rami Zwick).
36. Zwick, Rami and Alison King Chung Lo (1999), *Group Coordination In Choosing Lotteries Under The Joint Effect Of Strategic And Outcome Uncertainties*, Judgment/Decision Making Society Meetings, Los Angeles CA, November 20-22.
37. Zwick, Rami and Eythan Weg (1999) *An experimental study of buyer-seller negotiation: Self-interest versus other-regarding behavior*, Association for Consumer Research Annual Conference, Columbus OH, September 30 - October 3.
38. Chui, Kevin and Rami Zwick (1999), *Auction on the Internet – A Preliminary Study*, International Symposium on Electronic Commerce, Beijing, China, May 17-20.
39. Amnon Rapoport, Alison King Chung Lo and Rami Zwick (1999), *Choice of Prizes Allocated by Multiple Lotteries with Endogenously Determined Probabilities*, First Asian Conference on Experimental Business Research, Hong Kong University of Science and Technology, Hong Kong, December 7 - 10. (Presented by Rami Zwick).
40. Zwick Rami, Amnon Rapoport (1999), *Tacit Coordination in a Decentralized Market Entry Game with Fixed Capacity*, Far Eastern Meeting of the Econometric Society, Singapore, July 1-3.
41. Alison Lo, Amnon Rapoport and Rami Zwick (1999), *Herding Behavior and Consumer Decision Making*, Marketing Science Conference, Syracuse NY, May 20-23.
42. Zwick Rami, Amnon Rapoport, Alison Lo and A. V. Muthukrishna (1999), *Sequential Search with Relative Ranks*, Marketing Science Conference, Syracuse NY, May 20-23.
43. Zwick Rami and Amnon Rapoport (1998), *An Experimental Study of Market Entry Games with Fixed Capacity*, Marketing Science Conference, INSEAD, France, July 10 – 13.

44. Zwick Rami and Amnon Rapoport (1998), *An Experimental Study of Market Entry Games with Fixed Capacity*, INFORMS International Meeting, Tel Aviv, Israel, June 28 – July 1.
45. Croson, Rachel and Rami Zwick (1998), *Cross Cultural Electronic Negotiation*, INFORMS National Meeting, Montréal, Quebec, April 26-29.
46. Weg, Eythan and Rami Zwick (1996), *Infinite horizon bargaining with complete and common knowledge: facts and fictions*, Games and Human Behavior Workshop to honor Professor Amnon Rapoport 60th birthday, University of North Carolina at Chapel Hill, August 5-6, 1998. (Abstract in *Journal of Mathematical Psychology* 1996, Vol 40, Iss 4, pp 374-374.
47. Zwick, Rami, Amnon Rapoport and Eythan Weg (1996), *A breakdown of invariance: the case of two vs. three-person sequential bargaining*, 29th annual meeting of the Society of Mathematical Psychology, University of North Carolina at Chapel Hill, August 4-5, 1996. (Abstract in *Journal of Mathematical Psychology* 1996, Vol 40, Iss 4, pp 371.)
48. Lang, Bodo, Christina Kwai-Choi Lee and Rami Zwick (1996), *Message Sidedness in a Product Brand, Product Form and Product Class Context*, Australian and New Zealand Marketing Educators Conference (ANZMEC), Auckland, New Zealand.
49. Zwick, Rami, Amnon Rapoport and Eythan Weg (1995), *Punishment versus fairness in buyer-seller negotiations: an experimental study*, New Zealand Marketing Educators' Conference, Wellington, November 27-29.
50. Zwick, Rami, Rik Pieters and Hans Baumgartner (1995), *On the practical significance of hindsight bias: the expectancy-disconfirmation model of consumer satisfaction*, 7th Biennial World Marketing Congress, Melbourne Australia, July 6-10.
51. Zwick, Rami, Eythan Weg and Amnon Rapoport (1995), *An experimental study of two bargaining procedures: one versus two buyers*, Marketing Science Conference, Sydney, Australia, July 3-5.
52. Lee, Ching Chyi and Rami Zwick (1995), *Bargaining and search: Experimental evidence and theoretical predictions*, INFORMS national meeting, Los Angeles, CA, April 23-26.
53. Weg, Eythan and Rami Zwick (1994), *On the misuse of dictator games to test for fairness: A test of an alternative paradigm*, Public Choice, Austin Texas, April 13-15.
54. Zwick, Rami and Eythan Weg (1993), *On the existence of benevolent dictators*, 34th Annual Meeting of the Psychonomic Society, Washington, DC, November 5-7. (Presented by Eythan Weg).
55. Bolton, Gary, Elena Katok and Rami Zwick (1993), *Dictator game giving: Fairness versus random acts of kindness*, Workshop on Experimental Game Theory, SUNY - Stony Brook, July 6-9, 1993.

56. Fisher, Ann, William J. Wheeler and Rami Zwick (1993), *Experimental methods in agricultural and resource economics: How useful are they?* Northeastern Agricultural and resource Economics Conference, Mystic, Connecticut, June 1993.
57. Bolton, Gary E. and Rami Zwick (1993), *Anonymity versus punishment in ultimatum bargaining*, Judgment/Decision Making Society Meetings, Washington, DC, November 7-8. (Presented by Rami Zwick).
58. Sujan, Harish, Timothy R. Graeff and Rami Zwick (1993), *Raising expectations for success in future negotiations: The influence of positive mood*, Association for Consumer Research Annual Conference, Nashville, TN, October 7-10.
59. Weg, Eythan and Rami Zwick (1992), *Toward a settlement of the fairness question in sequential bargaining games*, ORSA/TIMS Joint National Meeting, San Francisco, CA, November 1-4.
60. Rapoport Amnon, Ido Erev and Rami Zwick (1992), *Bargaining behavior in a bilateral monopoly with one-sided incomplete information*, ORSA/TIMS Joint National Meeting, San Francisco, CA, November 1-4. (Presented by Rami Zwick)
61. Bolton, Gary E. and Rami Zwick (1992), *Anonymity versus punishment in ultimatum bargaining*, ORSA/TIMS Joint National Meeting, San Francisco, CA, November 1-4.
62. Bolton, Gary E. and Rami Zwick (1992), *Anonymity versus punishment in ultimatum bargaining*, Workshop on Experimental Economics, University of Amsterdam, August 31 - September 2.
63. Zwick, Rami, Rik Pieters and Hans Baumgartner (1992), *Hindsight bias, ego-involvement, and the expectancy-disconfirmation model of satisfaction*. Association for Consumer Research Annual Conference, Vancouver, British Columbia, Canada, October 8-11.
64. Pieters, Rik and Rami Zwick (1992), *Hindsight bias in the context of a consumption experience*, Association for Consumer Research, Summer Conference, June 11-14, Amsterdam, The Netherlands. (Presented by Rami Zwick).
65. Weg, Eythan and Rami Zwick (1991), *Toward a settlement of the fairness question in sequential bargaining games*, Annual Meeting of the Society for Judgment and Decision-Making, San Francisco CA, November 24-25. (Poster session)
66. Zwick, Rami (1991), *Experimental studies of sequential bargaining*, 24th Annual Mathematical Psychology Meeting, Indiana University, Bloomington, IN, August 10-13. New Investigator research award presentation.
67. Weg, Eythan and Rami Zwick (1990), *Effects of fixed costs in 2-person sequential bargaining on the division of a joint profit or a loss*. ORSA/TIMS Joint National Meeting, Philadelphia, PA, October 29-31.

68. Wallsten, Thomas S., David V. Budescu and Rami Zwick (1990), *Response mode and payoff effects on probabilistic judgments that a statement is correct*. 9th Annual Meeting of the North America Fuzzy Information Processing Society (NAFIPS), University of Toronto, June 6-8. (Presented by Rami Zwick).
69. Zwick, Rami, John C Howard and Amnon Rapoport (1989), *An Experimental Study of Two-Person Sequential Bargaining Games with Random Termination*. Marketing Science Conference, University of Illinois, Urbana-Champaign, March 22-25.
70. Wallsten, Thomas S., David V. Budescu and Rami Zwick (1989), *Comparing the Quality of Verbal and Numerical Judgments*. 30th Annual Meeting of the Psychonomic Society, November 17-19.
71. Zwick, Rami, John C Howard and Amnon Rapoport (1989), *An Experimental Study of Two-Person Sequential Bargaining Games with Random Termination*. ORSA/TIMS Joint National Meeting, New York, NY, October 16-18.
72. Zwick, Rami (1988), *Effects of Information Presentation Format on Consumers' Inferential Beliefs Formation*. Marketing Science Conference, Seattle, WA, March 23-26.
73. Zwick, Rami (1988), *Same and Other-Brands Information Sources in Evaluation of Partially Described Multiattribute Products*. Association for Consumer Research 16th Annual Conference, Hawaii, October 13-19.
74. Zwick, Rami (1987), *Combining Stochastic Uncertainty and Linguistic Inexactness: Theory, and Experimental Evaluation*. 2nd Annual Meeting of the Israeli Judgment and Decision Making Society, Haifa, Israel, June 10-11.
75. Zwick, Rami and Thomas S. Wallsten (1987), *Combining Stochastic Uncertainty and Linguistic Inexactness: Theory, and Experimental Evaluation*. 6th Annual Meeting of the North America Fuzzy Information Processing Society (NAFIPS), Purdue University, May 5-7.
76. Wallsten, Thomas S., David V. Budescu and Rami Zwick (1986), *On the Representation and Use of Linguistic Probabilities in Judgment and Decision Making*, Annual Meeting of the Judgment and Decision Making Society, New Orleans LA, November 14-16.
77. Wallsten, Thomas S. and Rami Zwick (1986), *Judgment on the Basis of Linguistic Probabilities*. ORSA/TIMS Joint National Meeting, Miami, FL, October 27-29, 1986.
78. Zwick, Rami and Thomas S. Wallsten (1986), *Breaking the Language Barrier: Talking About Linguistically Expressed Probabilities*. 19th Annual Mathematical Psychology Meeting, Boston, MA, August 19-21.
79. Zwick, Rami (1985), *Effects of Wealth and Interest Rates on Risky and Riskless Choices in a Multi-Stage Betting Game*. Cognitive Group of North Carolina, Meeting at North Carolina State University, November 2.

80. Zwick, Rami (1985), *Fuzzy Probabilities*. 18th Annual Mathematical Psychology meeting, La Jolla, CA, August 28-30.
81. Wallsten, Thomas S., Rami Zwick and David V. Budescu (1985), *Integrating Vague Information*. 18th Annual Mathematical Psychology Meeting, La Jolla, CA, August 28-30.
82. Wallsten, Thomas S., David V. Budescu, Amnon Rapoport, Rami Zwick and Barbara Forsyth, (1985), *Empirically Establishing Membership Functions for Probability Phrases*. First I.F.S.A. Congress, Palma de Mallorca, July 1-6.
83. Zwick, Rami and Amnon Rapoport (1984), *Relative Gain Maximization in Sequential 3-person Characteristic Function Games*. 17th Annual Mathematical Psychology Meeting, Chicago, IL, August 21-23.
84. Wallsten, Thomas S., David V. Budescu, Amnon Rapoport, Rami Zwick and Barbara Forsyth (1984), *Measuring the Vagueness of Probability Phrases*. 17th Annual Mathematical Psychology Meeting, Chicago, IL, August 21-23.

RESEARCH GRANTS & AWARDS:

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|----------------|--|
| 2009 – 2012 | Co-PI, RGC General Research Fund. “Queue Jumping and Queue Discipline: Theoretical and Experimental Studies,” for HK\$611,570 (with Zhang, Hongtao) |
| 2007 – 2009 | Co-PI, Direct Allocation Fund. “Neuroeconomics and Decision Making,” Emerging High Impact Area, for HK\$2,500,000 (AOE-MG/H-03/06) |
| 2007 – 2009 | PI. Research Project Competition (HKUST). “Opinion leaders and new-product diffusion through social networks: An experimental analysis,” for HK\$79,000 (RPC06/07.BM12) |
| 2007 – 2008 | PI. Direct Allocation Fund. “Pay as you wish: A sustainable pricing strategy?” for HK\$50,000 (SBI07/08.BM17) |
| 2004 – 2007 | PI. Direct Allocation Fund. “Emerging High Impact Area - Experimental Business Research” for HK\$300,000 (HIA04/05.BM01) |
| 2004 – 2006 | PI. RGC Competitive Earmarked Research Grant titled “Experimental Investigation of Multi-Stage Contests” with Amnon Rapoport for HK\$406,434 (HKUST6307/04H) |
| 2002 – 2004 | PI. Teaching Development Grant titled “Experiential based teaching for network economy”, for HK\$2,750,000. (Project No. HKUST-3) |
| 2001 – 2002 | PI. Direct Allocation Grant. “Web-based subject recruitment system” for HK\$35,774 (DAG00/01.BM68) |
| 2000 (October) | Beta Gamma Sigma |
| 1999 – 2000 | PI. RGC Competitive Earmarked Research Grant titled “Experimental Investigation of Bargaining Efficiency Improvement” with Amnon Rapoport and Darryl A. Seale, for HK\$590,000 (HKUST6225/99H) |
| 1999 - 2001 | PI. RGC Central Allocation Scheme titled “Bargaining, Coordination, and Public Good Provision in Experimental Markets” with 12 Co-Investigators, for HK\$2,000,000 (CA98/99.BM01) |
| 1998 - 1999 | PI. Grant from NCR Financial Solutions (UK) to study “Auction on the Internet” with Kevin Chui, for HK\$379,600 |

- 1999 “First Asia Conference on Experimental Business Research” with Wang Jing for HK\$50,000 (PSCG98/99.BM01)
- 1998 – 2000 Co-PI. RGC Competitive Earmarked Research Grant titled “Reputation effect in repeated negotiations” with Ching Chyi LEE (CUHK), for HK\$535,000 (CUHK 4076/98H)
- 1998 Seed money for the Center for Experimental Business Research with Soo Hong Chew, Guofu Tang and Amnon Rapoport, for HK\$325,000. (Project No. AOE97/98.BM03)
- 1997 - 1998 Co-PI. Teaching Development Grant titled “Computerized Laboratory Exercises For Business Education” with Soo Hong Chew (Economics), for HK\$300,000. (Project No. F0107)
- 1997 - 1998 PI. RGC Competitive Earmarked Research Grant titled “Retailing methods and buyer behavior in Cyberspace” with Arieh Goldman (Hebrew University), for HK\$200,000 (HKUST6239/97H)
- 1996 HKUST, Direct Allocation Grant, for HK\$35,000
- 1994 Auckland University Research Grant for NZ\$7,000
- 1992 - 1995 Co-PI. An Intercollege Research Grants titled "Refining alternatives to surveys in environmental, agricultural, and social science research" (7/1/92 to 7/1/95) with A. Fisher, D. J. Epp (both from the College of Agriculture), R. J. Board (Sociology Department), for US\$100,000
- 1992 - 1993 PI. A grant from the NSF titled "Experimental study of dynamic bargaining with constant cost of delay" (3/1/92 to 3/1/93, SES-9122127), with Eythan Weg (Co-PI), for US\$72,581
- 1990 New Investigator Research Award given by the Society for Mathematical Psychology "for exceptional published research in the field of mathematical psychology by a new investigator"
- 1989 - 1990 Penn State University, Research Initiation Grant titled "Adaptive strategy selection in strategic interaction," for US\$7,000
- 1989 Participated in The Advertising Educational Foundation's Visiting Professor Program (VPP)
- 1988 Semi-finalists (one of five), Hillel Einhorn New Investigator Research Award
- 1986 - 1990 Co-PI. A grant from the NSF titled "Judgment and choice on the basis of linguistic or vague information" (8/16/86 to 1/31/90, BSN-8608692), with Thomas S. Wallsten, David Budescu and Amnon Rapoport, for US\$210,032

TEACHING AWARD

- 2007 HKUST Business School Franklin Prize for Teaching Excellence in the MBA/MSc Elective Teaching Category
- 2002 HKUST Business School Franklin Prize for Teaching Excellence in the MBA/MSc Elective Teaching Category

DOCTORAL AND MASTER ADVISING

Vincent MAK (PhD, Marketing, HKUST 2008, Placement: Cambridge University), “Three Essays on Opinion Leadership and Social Networks.”

Alison LO (MPhil, Marketing, HKUST 1999), “Herding Behavior and Consumer Decision Making.”

DOCTORAL COMMITTEES

Robin CHARK (Marketing, HKUST, 2010)
Songfa ZHONG (Economics, HKUST, 2008)
Li King King (Economics, HKUST, 2008)
Fong Pun San (Marketing, HKUST, 2006)
Will W. K. MA (ISMT, HKUST, 2006)
LAK, Ka William (Decisions Sciences & Managerial Economics, CUHK)
Avi Noy (Information Systems, University of Haifa, Israel, 2005)
Sri Hartati Kurniawan (Industrial Engineering & Logistics Management, HKUST, 2002)

Master’s Thesis

Bodo Lang (Marketing, University of Auckland, New Zealand, 1995)
Chan Wai-Hing Maggie (Marketing, HKUST, 2005)

SERVICE

Conferences – Organizing (or Program) Committee member

- Inaugural Asia-Pacific Meeting of the Economic Science Association, (Hong Kong University of Science & Technology, January 23-25, 2006) (Co-chair with Professor Soo Hong Chew).
- Association for Consumer Research (Portland OR, October 7-10, 2004) Program Committee member.
- Second Asian Conference on Experimental Business Research, Hong Kong University of Science and Technology, December 16 - 19, 2003 (Co-chair with Professor Amnon Rapoport).
- Society for Judgment and Decision Making Annual Meeting, program committee member (2000-2003), chairing the committee in 2002.
- Association for Consumer Research 2002 Asia-Pacific Conference, Beijing, May 16 to 18, 2002 (Co-chair with Professor Tu Ping of Peking University).
- GTEC'01: The First International Game Technology Conference & Idea Expo 2001 (Hong Kong Convention Center January 18 – 21, 2001)
- First Asian Conference on Experimental Business Research, Hong Kong University of Science and Technology, Hong Kong, December 7 - 10, 1999 (Co-chair with Professor Amnon Rapoport of the University of Arizona).
- Games and Human Behavior Workshop to honor Professor Amnon Rapoport 60th birthday, University of North Carolina at Chapel Hill, August 5-6, 1998 (Co-chair with Professors Budescu and Erev).

Organizing a session in a conference:

ACR, Austin, TX, October 11-14, 2001. “Internet Market Institutions.”

- ACR, Columbus, Ohio, September 30 - October 3, 1999. "Game-Theoretical Based Experiments in Consumer Research."
- ACR, Nashville, Tennessee, October 7-10, 1993. "Negotiation: An interdisciplinary approach" (with Harish Sujjan).
- Marketing Science, University of Illinois, Urbana-Champaign, March 22-25, 1989. "Conflict resolution in marketing: Theory and experimental evaluation"
- ACR, Hawaii, October 13-19, 1988. "Going Beyond the Immediately Available Information: Consumers' Reactions to Partially Described Products" (with Mita Sujjan).

Editorial reviewing:

Ad hoc reviewer for (since 2008, in alphabetical order):

Association for Consumer Research, Annual Conference
American Economic Review
Economic Inquiry
Games and Economics Behavior
International Journal of Game Theory
Journal of Applied Psychology
Journal of Behavioral Decision Making
Journal of Economic Psychology
Journal of Experimental Economics
Journal of Experimental Psychology: Learning, Memory and Cognition
Journal of Marketing
Journal of the Academy of Marketing Science
Judgment and Decision Making
Management Science
Marketing Letters
Marketing Science
National Science Foundation
Organizational Behavior and Human Decision Processes
Public Choice
RGC competitive earmarked grants
Science
U.S. - Israel Binational Science Foundation

Membership of Professional Associations

American Marketing Association
American Psychological Society
Association for Consumer Research
Economic Science Association
INFORMS
Judgment and Decision Making Society

Service to Employers

School-Level Service (UCR)

- Vice Dean for Academic Affairs (July 1, 2010-)

- Graduate Advisor, PhD Program in Management (May 2010-)
- MBA Admission Committee (January 2010-)

Department-Level Service (UCR)

- Acting Department Head (Fall Quarter, 2010)

University-Level Service (HKUST)

- University Senate (since 2000)
- University Administrative Committee (composed of the President, Vice president, Deans and two Senate members) (since August 2004)
- University Appointment and Substantiation Committee (2005 – 2007)
- Committee on Postgraduate Studies (CPS) (July 2006 – January 2008)
- Selection Committee for Considering Nominations for Visitorships and Visiting Fellowships (since 2003)
- Senate task force on design of student assessment (2002)
- Senate subcommittee for research (since 2000)
- Member of a university-wide peer review panel (UPRP) to offer faculty members an alternative choice of conducting peer teaching review (2004)
- Chair PhD thesis examinations in Schools other than SBM
- Selection Committee on Michael G. Gale Teaching Award (1998)

School-Level Service (HKUST)

- Associate Dean, HKUST Business School (since July 2006)
- Director of Mphil/PhD Programs (July 2006-December 2007)
- School Administrative Committee (since July 2006)
- Founding Director, Center for Experimental Business Research, cEBR (since 1999)
- MBA Committee (2003 - 2005)
- Committee on Undergraduate Program (1997 - 2002)
- Search committee for Marketing Department Head, 1999-2000
- Citigroup International Case Competition (Judge, October 26-30, 2004)
- Joint University Advertising Competition, HKUST Marketing Students' Society. Adjudicator of the first round assessment (1999-2000).
- Hong Kong Federation of Business Students, Business Administration Paper competition, Evaluation Committee Member (2001)
- Organizing the training for UG case competition (UT Austin 98, 99; USC 99, Western Ontario 99)

Department-Level Service (HKUST)

- Acting department head (January-December, 2008)
- Deputy head (Spring 2002, Fall 2003, Fall 2004, Fall 2006)
- PhD coordinator (2002-2007)
- PhD committee (1996-2006)
- Undergrad coordinator (1997 - 2002)
- Faculty recruitment coordinator (1999)
- Academic review committee (1998-)
- Marketing Students Society, faculty advisor (1998-2002)

EXECUTIVE EDUCATION

EMBA

Marketing in CyberSpace
The Hong Kong University of Science and Technology (HKUST)

Negotiation
HKUST (IEMBA); China European International Business School (CEIBS), Shanghai; Peking University, Guanghua School of Management, Beijing; Cheung Kong Graduate School of Business (CKGSB), Beijing; Tsinghua School of Economics and Management, Beijing; Global EMBA, University of Toronto, Canada; Korean University Business School

Marketing Management
AGSM, UCR

Diploma

Marketing in CyberSpace – Executive Diploma in E-commerce (HKUST)
Negotiation Strategies and Skills - Executive Diploma in Management (HKUST)

Executive programs

Negotiation Strategies & Skills (1 to 3 day open program) (HKUST)
Negotiating China – Meeting the China Challenge (HKUST)
Negotiation program (3 days) – CEIBS, China
Negotiation Strategies (2 days) – SKOLKOVO, Russia
Marketing in CyberSpace – The Essence of e-Business for Executive (HKUST)
Marketing in CyberSpace – YPO seminar – Global Marketing & E-commerce (HKUST)
Advertising – CEIBS

In-house programs

Marketing principles - Nokia China
Competitive pricing procedures: Monetary values for quality attributes - Transit New Zealand
Negotiation programs to: LEVI'S Hong Kong, Hoechst China, Financial Street, Beijing, China, HKSAR Government Officers, Hong Kong Jockey Club, Deloitte Institute
Marketing in CyberSpace – Carrefour China, Mercer
New directions in the psychology of consumer behavior - LVMH

CONSULTING EXPERIENCE:

Baldwin, Son & Carey (Trade marks and intellectual property)
Saatchi & Saatchi New York (Advertising)
Saatchi & Saatchi New Zealand (Negotiation - Conflict resolution)
Nokia HK
Dairy Farm (online HK consumer and their shopping habits)
JWT (feasibility study on E-commerce and luxury brands in Hong Kong)

JYChina Ltd. (m-commerce in China)

AppleStore project

Datastream (Hong Kong) – online financial information industry in Hong Kong

Regent (HK) – Direct marketing campaign

Honk Kong Telecom – Mobil Internet

Bermello, Ajamil & Partners, Inc. - Cruise Market Study for Hong Kong

OppenheimerFunds – Consumer survey