

CURRICULUM VITAE

Wah Sung Vincent Mak (麥華嵩)

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PROFESSIONAL EXPERIENCE

- Professor of Marketing and Decision Sciences, Cambridge Judge Business School, University of Cambridge (since 2019; with tenure)
- Reader (Associate Professor) in Marketing and Decision Sciences, Cambridge Judge Business School, University of Cambridge (2016-2019; with tenure)
- University Lecturer (Assistant Professor) in Marketing and Decision Sciences, Cambridge Judge Business School, University of Cambridge (2014-2016; with tenure)
- University Lecturer (Assistant Professor) in Marketing, Cambridge Judge Business School, University of Cambridge (2009-2014)
- Visiting Assistant Professor, Department of Marketing, The Hong Kong University of Science and Technology (2008-2009)

EDUCATION

- The Hong Kong University of Science and Technology
 - 2008 PhD in Marketing
- Visiting Scholar, The Fuqua School of Business, Duke University (January-May 2008)
- University of Cambridge, Cambridge, UK (undergraduate: Emmanuel College; graduate: Gonville & Caius College)
 - 1997 Master of Science in Applied Mathematics (specialising in fluid mechanics)
 - 1995 Master of Mathematics (with Distinction)

- 1994 Bachelor of Arts (Natural Sciences majoring in Physics), First Class Honours

DEPARTMENT / COLLEGE APPOINTMENT

(Cambridge Judge Business School appointment unless otherwise stated)

- Vice Dean for Programmes and Research, since 2021
- Director (Associate Dean) of Programmes, 2019-2021
- Deputy Director of Teaching, 2016-2019
- Member, Academic Career Path Faculty Promotions Committee, since 2021
- The School of Technology's representative on the Strategic Committee of the Institute of Continuing Education, University of Cambridge, since 2021
- Representative of the Faculty of Business and Management at the Council of the School of Technology, 2018-2019
- Member, Faculty Board of Business and Management, since 2016
- Member, Degree Committee of the Faculty of Business and Management, since 2016
- Member, PhD Steering Committee, 2016-2019
- PhD Pathway Representative, Marketing Pathway, 2016-2019
- Marketing Group coordinator of research MPhil and PhD training, 2015-2019
- Examiner for Part IIA management modules at the Department of Engineering, University of Cambridge, 2016-2019
- Director of the MPhil in Strategy, Marketing & Operations Programme (SMO), 2016-2018
 - Director of the MPhil in Management Science & Operations Programme, 2015-2016 (superseded by MPhil in SMO in 2016)
- Faculty coordinator of external research seminars, Marketing Group, 2011-2014
- Director of Studies in Management, Wolfson College, since 2010

RESEARCH INTERESTS

- Pricing
- Prosocial decisions
- Decisions in competitive environments
- Decisions in networks and queues
- Search decisions
- Competitive strategies
- Game theory and experimental economics

ACADEMIC JOURNAL PUBLICATIONS

Chark, Robin, Vincent Mak, and A. V. Muthukrishnan (2020). The premium as informational cue in insurance decision making. *Theory and Decision* **88** 369-404.

Mak, Vincent, Darryl A. Seale, Amnon Rapoport, and Eyran J. Gisches (2019). Voting rules in sequential search by committees: Theory and experiments. *Management Science* **65** 4349-4364.

- Rapoport, Amnon, Hang Qi, Vincent Mak, and Eyran J. Gisches (2019). When a few undermine the whole: A class of social dilemmas in ridesharing. *Journal of Economic Behavior and Organization* **166** 125-137.
- Li, Katherine T, Weiming Tang, Dan Wu, Wenting Huang, Feng Wu, Amy Lee, Henry Feng, Stephen W Pan, Larry Han, Vincent Mak, Ligang Yang, and Joseph D Tucker (2019). Pay-it-forward dual gonorrhea/chlamydia test uptake among men who have sex with men in China: A pragmatic, quasi-experimental study. *The Lancet Infectious Disease* **19** 76-82 (Comment by Charurat, Man, and Habib Omari, on pp.7-8 in the same issue).
- Mak, Vincent, Darryl A. Seale, Eyran J. Gisches, Amnon Rapoport, Meng Cheng, Myounghee Moon, and Rui Yang (2018). A network ridesharing experiment with sequential choice of transportation mode. *Theory and Decision* **85** 407-433.
- Mak, Vincent, Darryl A. Seale, Eyran J. Gisches, Rui Yang, Meng Cheng, Myounghee Moon, and Amnon Rapoport (2018). The Braess Paradox and coordination failure in directed networks with mixed externalities. *Production and Operations Management* **27** 717-733.
- KC, Raghavendra P., Marcus Kunter, and Vincent Mak (2018). The influence of a competition on non-competitors. *Proceedings of the National Academy of Sciences, USA* **115** 2716-2721.
- Spann, Martin, Robert Zeithammer, Marco Bertini, Ernan Haruvy, Sandy D. Jap, Oded Koenigsberg, Vincent Mak, Peter Popkowski Leszczyc, Bernd Skiera, and Manoj Thomas (2018). Beyond posted prices: The past, present, and future of participative pricing mechanisms. *Customer Needs and Solutions* (Special Issue: 2016 Choice Symposium) **5** 121-136.
- Mak, Vincent, Amnon Rapoport, and Eyran J. Gisches (2018). Dynamic pricing decisions and seller-buyer interactions under capacity constraints. *Games* (Special Issue “Logistic Games”) **9** 10.
- Liu, Caiyun, Vincent Mak, and Amnon Rapoport (2015). Cost-sharing in directed networks: Experimental study of equilibrium choice and system dynamics. *Journal of Operations Management* (Special Issue on System Dynamics: Emergence, Reinforcement, Adaptation and Traps) **39-40** 31-47.
- Schlapp, Jochen, Nektarios Oraopoulos, and Vincent Mak (2015). Resource allocation decisions under imperfect evaluation and organizational dynamics. *Management Science* **61** 2139-2159.
- Third Prize, Best-Paper-Award “Innovation Management” 2015, Strasczeg Institute for Innovation & Entrepreneurship (SIIE), EBS Business School
- Pattaratanakun, Jake A., and Vincent Mak (2015). Culture moderates biases in search decisions. *Psychological Science* **26** 1229-1240.

- Best Paper Award, The Emerging Markets Conference Board 2016, Bangkok, Thailand
- National Research Article Award (Business Administration Category-Merit) granted by the National Institute of Development Administration of Thailand

Mak, Vincent, Eyran J. Gisches, and Amnon Rapoport (2015). Route vs. segment: An experiment on real-time travel information in congestible networks. *Production and Operations Management* **24** 947-960.

Mak, Vincent, Rami Zwick, Akshay R. Rao, and Jake A. Pattaratanakun (2015). “Pay-what-you-want” as threshold public good provision. *Organizational Behavior and Human Decision Processes* **127** 30-43.

Mak, Vincent, Amnon Rapoport, and Darryl A. Seale (2014). Sequential search by groups with rank-dependent payoffs: An experimental study. *Organizational Behavior and Human Decision Processes* **124** 256-267.

Mak, Vincent, Amnon Rapoport, Eyran J. Gisches, and Jiaojie Han (2014). Purchasing scarce products under dynamic pricing: An experimental investigation. *Manufacturing & Service Operations Management* **16** 425-438.

Mak, Vincent, and Rami Zwick (2014). Experimenting and learning with localized direct communication. *Experimental Economics* **17** 262-284.

Rapoport, Amnon, Eyran J. Gisches, and Vincent Mak (2014). Distributed decisions in networks: Laboratory study of routing splittable flow. *Production and Operations Management* **23** 314-331.

Mak, Vincent, and Amnon Rapoport (2013). The price of anarchy in social dilemmas: Traditional research paradigms and new network applications. *Organizational Behavior and Human Decision Processes* (Special Issue on Social Dilemmas) **120** 142-153.

Mak, Vincent, Amnon Rapoport, and Eyran J. Gisches (2012). Competitive dynamic pricing with alternating offers: Theory and experiment. *Games and Economic Behavior* **75** 250-264.

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** 759-773.

Rapoport, Amnon, William E. Stein, Vincent Mak, Rami Zwick, and Darryl A. Seale (2010). Endogenous arrivals in batch queues with constant or variable capacity. *Transportation Research Part B* **44** 1166-1185.

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.

Rapoport, Amnon, Vincent Mak, and Rami Zwick (2006). Navigating congested networks with variable demand: Experimental evidence. *Journal of Economic Psychology* 27 648-666.

Moffatt, Henry Keith, and Vincent Mak (1998). Corner singularities in three-dimensional Stokes flow. In Durban, D., and J.R.A. Pearson (eds.), *IUTAM Symposium on Nonlinear Singularities in Deformation and Flow*, Dordrecht, the Netherlands: Kluwer Academic Publishers, 21-26.

BOOK CHAPTERS

Rapoport, Amnon, and Vincent Mak (2018). Strategic interactions in transportation networks. In Donohue, Karen, Elena Katok, and Stephen Leider (eds). *The Handbook of Behavioral Operations*, Hoboken, NJ: John Wiley & Sons, 557-586.

Zwick, Rami, and Vincent Mak (2012). Gaming with fairness: Some conjectures on behavior in alternating offer bargaining experiments. In Bolton, Gary E., and Rachel Croson (eds). *The Oxford Handbook of Economic Conflict Resolution*, New York: Oxford University Press, 91-107.

SELECTED WORKING PAPERS

Ebert, Charles, Vincent Mak, Nick Milner, and Paul Tracey (2021). Prosocial motivation and framing bias in risky decision-making for others.

KC, Raghavendra P., Vincent Mak, and Elie Ofek (2021). Before or after? The effects of payment decision timing in pay-what-you-want contexts.

Lim, Wei Shi, Vincent Mak, Christopher S. Tang, and Raghavendra P. KC (2021). Adopting cost transparency as a marketing strategy.

Mak, Vincent, Raghavendra P. KC, Wei Shi Lim, and Christopher S. Tang, (2021). Consumer response to cost transparency in a competitive market.

SELECTED WORK IN PROGRESS

(with KC, Raghavendra P. and Dominique Olié Lauga) Hold-up induced by demand for fairness: Theory and experimental evidence.

OTHER ACADEMIC ACTIVITIES

- External Examiner (2018-2022), MSc Strategic Marketing Programme, Imperial College Business School
- Invited participant, Third Invitational Pricing Symposium, Esade, October 11-12, 2019, Barcelona, Spain
- Invited participant, Second Invitational Pricing Symposium, University of Munich (LMU Munich), September 6-7, 2018, Munich, Germany
- Research Impact Fund Committee member (2018-2024), Research Grants Council of Hong Kong

- Invited participant, Inaugural Invitational Pricing Symposium, London Business School, October 13-14, 2017, London, UK
- Columnist (writing in Chinese), *Management Insights*, Fudan University Press, since 2017
- Organizing Committee member, Tribute to Amnon Rapoport on his retirement from the School of Business at the University of California, Riverside, November 11-12, 2016, Riverside, California, US
- Invited participant, 10th Triennial Invitational Choice Symposium, May 14-17, 2016, Lake Louise, Alberta, Canada
- Invited participant, The *Handbook of Behavioral Operations* Authors' Workshop, April 22-23, 2016, Dallas, Texas, US
- Editorial Review Board member, *Production and Operations Management*, since 2015
- Program committee member, 2015 Asia-Pacific Association for Consumer Research Conference, Hong Kong
- Discussant, Darden and Cambridge Judge Entrepreneurship and Innovation Research Conference, June 19-20, 2014, Cambridge, UK
- Ad hoc reviewing experience: *Science, Econometrica, Management Science, Marketing Science, Journal of Consumer Research, Organizational Behavior and Human Decision Processes, Manufacturing and Service Operations Management, Operations Research, Production and Operations Management, Games and Economic Behavior, Journal of Experimental Psychology: Learning, Memory, and Cognition, Journal of Mathematical Psychology, Experimental Economics, Journal of Environmental Economics and Management, Economics Letters, International Journal of Research in Marketing, Journal of the Association for Consumer Research, Marketing Letters, Games, Omega, Public Choice, Journal of Business Research, PLOS ONE, Transportmetrica, California Management Review, MIT Sloan Management Review, United States-Israel Binational Science Foundation, Association for Consumer Research (ACR) North American Conference, Asia-Pacific Association for Consumer Research Conference, European Marketing Academy (EMAC) Annual Conference, Society for Consumer Psychology (SCP) Annual Conference, Economic Journal Conference Volume, and Decision Sciences Institute Annual Meeting*
- Member, American Economic Association
- Member, Association for Consumer Research
- Member, Association for Psychological Science
- Member, American Marketing Association
- Member, Econometric Society
- Member, INFORMS
- Member, INFORMS Society for Marketing Science

HONOURS AND AWARDS

- Nominated for the best lecturer in Engineering Tripos Part IIA (2018-19), University of Cambridge
- Cambridge Judge Business School Teaching Award, 2019
- Faculty Activity Award (2017-18), Cambridge Judge Business School (for overall contributions on research, teaching, and service)

- Nominated for the best lecturer in Engineering Tripos Part IIA (2017-18), University of Cambridge
- Best Paper Award, The Emerging Markets Conference Board 2016, Bangkok, Thailand, for:
Pattaratanakun, Jake A., and Vincent Mak (2015). Culture moderates biases in search decisions. *Psychological Science* **26** 1229-1240.
- Third Prize, Best-Paper-Award “Innovation Management” 2015, Strascheg Institute for Innovation & Entrepreneurship (SIIE), EBS Business School, for:
Schlapp, Jochen, Nektarios Oraopoulos, and Vincent Mak (2015). Resource allocation decisions under imperfect evaluation and organizational dynamics. *Management Science* **61** 2139-2159.
- National Research Article Award (Business Administration Category-Merit) granted by the National Institute of Development Administration of Thailand, for:
Pattaratanakun, Jake A., and Vincent Mak (2015). Culture moderates biases in search decisions. *Psychological Science* **26** 1229-1240.
- Faculty Development Award, 2009-2011, Cambridge Judge Business School, University of Cambridge
- Overseas Research Attachment Award, 2008, The Hong Kong University of Science and Technology
- Beta Gamma Sigma, The Hong Kong University of Science and Technology Chapter (inducted in December 2007)
- Student Fellow, Theory Rich Marketing Modeling Workshop, Fuqua School of Business, Duke University, 15-17 August 2007
- Consortium Fellow, The Forty-First Annual American Marketing Association (AMA) Sheth Foundation Doctoral Consortium, 12-16 July 2006
- Postgraduate Studentship, 2004-2008, The Hong Kong University of Science and Technology
- First runner-up, the Seventh Asia-Pacific Case Writing Competition 2002, awarded for: Farhoomand, Ali, and Vincent Mak, NTT DoCoMo: Establishing global 3G standards, Asia Case Research Centre, The University of Hong Kong
- Croucher Scholarship, awarded 1994
- Prince Philip Scholarship, awarded 1991
- Sir Edward Youde Memorial Medal, 1991-1992

EXTERNAL GRANTS

- Co-PI (PI: Jiaojie Han, Co-PIs: Amnon Rapoport et al.), “Cooperative Behavior and Incentive Mechanisms in Project Teams Under Uncertainty,” National Natural Science Foundation of China, project grant number: 71872180, RMB¥470,000, duration: 2019-2022.
- Co-PI (PI: Darryl A. Seale, Co-PI: Amnon Rapoport), “Cost-sharing in Transportation Networks,” US National Science Foundation Award SES-1418923, US\$138,582, duration: 2014-2017.
- Co-Investigator (PI: Hongtao Zhang), “Strategic Overselling in Competing Expert Services,” Research Grants Council of Hong Kong General Research Fund 16504414, HK\$291,102, duration: 2014-2015.

- (with Amnon Rapoport and Caiyun Liu) “Cost-sharing Allocation in Networks: An Experimental Study on the Choice of Mode of Transportation,” International Foundation for Research in Experimental Economics (IFREE) Small Grant, US\$7,000, awarded 2012.

INVITED RESEARCH SEMINARS

- Department of Psychology, University of Cambridge (2020)
- Warwick University (2020)
- University of Macau (2019)
- National University of Singapore (2019)
- University of Zurich (2019)
- Hong Kong Polytechnic University (2018)
- China Europe International Business School (2017)
- Chulalongkorn Business School (2017, 2019)
- University of California, Riverside (2013)
- Judge Business School, University of Cambridge (2009)
- London Business School (2008)
- Rice University (2008)

CONFERENCE/WORKSHOP PRESENTATIONS

(unless otherwise stated, the first author presented the paper)

KC, Raghavendra, Vincent Mak, and Elie Ofek (2019). *The Effect of Decision Timing on Reciprocity*, Association for Consumer Research North American Conference, Atlanta, US, October 17-20 (competitive paper).

Lim, Wei Shi, Vincent Mak, Christopher Tang, and Raghavendra KC (2019) (presented by Vincent Mak). *Adopting Cost Transparency as a Marketing Strategy: Analytical and Experimental Exploration*, Third Invitational Pricing Symposium, Esade, Barcelona, Spain, October 11-12, 2019 (by invitation).

Lim, Wei Shi, Vincent Mak, Christopher Tang, and Raghavendra KC (2019) (presented by Vincent Mak). *Adopting Cost Transparency as a Marketing Strategy: Analytical and Experimental Exploration*, 48th European Marketing Academy (EMAC) Annual Conference, Hamburg, Germany, May 28-31, 2019 (Special Session: New Insights from Behavioral Pricing: Implications for Marketing Strategy).

KC, Raghavendra, Vincent Mak, and Elie Ofek (2018). *The Negative Effects of Precommitment on Reciprocal Behavior: Evidence From a Series of Voluntary Payment Experiments*, Society for Consumer Psychology Annual Conference, Savannah, US, February 28-March 2, 2019 (competitive paper).

KC, Raghavendra, Vincent Mak, and Elie Ofek (2018). *The Negative Effects of Precommitment on Reciprocal Behavior: Evidence From a Series of Voluntary Payment Experiments*, Society for Judgment and Decision Making Annual Conference, New Orleans, US, November 17-19 (competitive paper).

- KC, Raghavendra, Vincent Mak, and Elie Ofek (2018) (presented by Vincent Mak). *The Negative Effects of Precommitment on Pay-What-You-Want Pricing: Experimental Evidence and Implications on Reciprocal Behavior*, Second Invitational Pricing Symposium, University of Munich (LMU Munich), Munich, Germany, September 6-7, 2018 (by invitation).
- KC, Raghavendra, Marcus Kunter, and Vincent Mak (2018). (presented by Vincent Mak) *The Influence of a Competition on Noncompetitors*, 2018 INFORMS Marketing Science Conference, Philadelphia, US, June 13-16.
- KC, Raghavendra, Vincent Mak, and Elie Ofek (2018). *Pay Now or Pay Later – The Role of Payment Time in Pay-What-You-Want Pricing*, 2018 INFORMS Marketing Science Conference, Philadelphia, US, June 13-16.
- KC, Raghavendra, Marcus Kunter, and Vincent Mak (2017). *Spillover of the Competitive Spirit*, Society for Judgment and Decision Making Annual Conference, Vancouver, Canada, November 10-13 (competitive paper).
- KC, Raghavendra, Marcus Kunter, and Vincent Mak (2017). *Spillover of the Competitive Spirit*, London Business School European PhD Workshop 2017, London, UK. June 29-30.
- Seale, Darryl A., Vincent Mak, Amnon Rapoport, and Eyrán J. Gisches (2017). *Dynamic Interactive Decisions in Groups: Optimal Voting Rules and Heuristics*, Society for the Advancement of Behavioral Economics (SABE) sessions at the Western Economic Association International (WEAI) Annual Conference 2017, San Diego, California, US, June 25-29.
- Rapoport, Amnon, and Vincent Mak (2016) (presented by Vincent Mak). *Strategic Interactions in Transportation Networks*, Tribute to Amnon Rapoport on his retirement from the School of Business at the University of California, Riverside, California, US, November 11-12.
- KC, Raghavendra, Dominique Olié Lauga, and Vincent Mak (2016). *The Dark Side of Transaction-Specific Investments: An Experimental Study*. 2016 INFORMS Marketing Science Conference, Shanghai, China, June 16-18.
- Rapoport, Amnon, and Vincent Mak (2016) (presented by Vincent Mak). *Strategic Interactions in Transportation Networks*, *The Handbook of Behavioral Operations* Authors' Workshop, Dallas, US, April 22-23 (by invitation).
- Pattaratanakun, Jake A., and Vincent Mak (2016). *Culture Moderates Biases in Search Decisions*, The Emerging Markets Conference Board 2016, Bangkok, Thailand, January 6-8 (competitive paper).
- Pattaratanakun, Jake A., and Vincent Mak (2015). *Culture Moderates Biases in Search Decisions*, 2015 Asia-Pacific Association for Consumer Research Conference, Hong Kong, June 19-21 (competitive paper).

- Mak, Vincent, Eyran J. Gisches, and Amnon Rapoport (2015) (presented by Amnon Rapoport). *Choice of Routes vs. Choice of Segments: Effects of Real-time Information in Traffic Networks*, POMS 26th Annual Conference, Washington D.C., US, May 8-11 (by invitation).
- Mak, Vincent, Amnon Rapoport, and Eyran J. Gisches (2015). *Dynamic Pricing of Scarce Products: An Experimental Study of Seller-buyer Interactions*, POMS 26th Annual Conference, Washington D.C., US, May 8-11 (by invitation).
- Mak, Vincent, Amnon Rapoport, Eyran J. Gisches, and Jiaojie Han (2014). *Experimental Studies on Purchasing Scarce Products Under Dynamic Pricing*, INFORMS Annual Meeting 2014, San Francisco, US, November 9-12 (by invitation).
- Pattaratanakun, Jake A., and Vincent Mak (2014). *Cross-cultural Differences in Price Search Decisions: An Experimental Study*, POMS International Conference 2014, Singapore, July 21-23.
- Pattaratanakun, Jake A., and Vincent Mak (2013). *A Cross-cultural Study of Price Search Decisions*, 2013 Association for Consumer Research North American Conference, Chicago, US, October 3-6 (competitive paper).
- Schlapp, Jochen, Nektarios Oraopoulos, and Vincent Mak (2013) (presented by Nektarios Oraopoulos). *Resource Allocation Decisions Under Imperfect Evaluations and Organizational Dynamics*, 2013 INFORMS Annual Meeting, Minneapolis, US, October 6-9.
- Schlapp, Jochen, Nektarios Oraopoulos, and Vincent Mak (2013) (presented by Vincent Mak). *Firm Decentralization, Market Research, and Product Proliferation*, 2013 INFORMS Marketing Science Conference, Istanbul, Turkey, July 11-13.
- Pattaratanakun, Jake A., and Vincent Mak (2013). *Cross-cultural Differences in Price Search Decisions*, 2013 INFORMS Marketing Science Conference, Istanbul, Turkey, July 11-13.
- Oraopoulos, Nektarios, Jochen Schlapp, and Vincent Mak (2013). *Product Portfolio Selection with Imperfect Information*, POMS 24th Annual Conference, Denver, US, May 3-6.
- Chark, Robin, Vincent Mak, and A. V. Muthukrishnan (2013) (presented by Vincent Mak). *Boundedly Rational Expectations in Insurance Purchase Decisions: Experimental and Field Evidence*, Royal Economic Society Annual Conference, Royal Holloway, University of London, London, UK, April 3-5.
- Mak, Vincent, and Rami Zwick (2012) (presented by Rami Zwick). *Influencing and Learning with Localized Direct Communication*, Cognitive & Decision Science Conference, University of Maryland - College Park, MD, June 2.

- Seale, Darryl A., Vincent Mak, and Amnon Rapoport (2011) (presented by Amnon Rapoport). *Sequential Observation and Selection by Committee*, 2011 Regional Economic Science Association Conference, Tucson, US, November 12.
- Mak, Vincent, and Rami Zwick (2011) (presented by Rami Zwick). *Influencing and Learning through Word of Mouth: An Experimental Study*, Society for Judgment and Decision Making Annual Conference, Seattle, US, November 4-7 (poster).
- Mak, Vincent, and Rami Zwick (2011) (presented by Rami Zwick). *When Word of Mouth Leads to Consumer Herding: An Experimental Study*, 2011 Asia-Pacific Association for Consumer Research Conference, Renmin University, Beijing China, June 16-18 (poster).
- Velu, Chander K., Vincent Mak, Jaideep C. Prabhu, and Rajesh K. Chandy (2011) (presented by Vincent Mak). *Pre-emptive Innovations During Recessions*, 2011 INFORMS Marketing Science Conference, Houston, US, June 12-14.
- Mak, Vincent, Amnon Rapoport, and Eyran J. Gisches (2011). *Competitive Dynamic Pricing with Alternating Offers: Theory and Experiment*, Royal Economic Society Annual Conference, Royal Holloway, University of London, London, UK, April 18-20.
- Mak, Vincent, Rami Zwick, and Akshay R. Rao (2010) (presented by Rami Zwick). *Pay-What-You-Want as a Profitable Pricing Strategy: Theory and experimental evidence*, Marketing in Israel X, Tel Aviv and Jerusalem, Israel, December 27-28.
- Mak, Vincent, and Rami Zwick (2010) (presented by Rami Zwick). *Adoption Cascades with Localized Communication: An Experimental Study*, Annual Meeting of the Decision Science Institute, San Diego, US, November 20-23.
- Mak, Vincent, Rami Zwick, and Akshay R. Rao (2010) (presented by Rami Zwick). *Conditions under which "Pay What You Want" is a profitable pricing strategy: Theory and experimental evidence*, North-American ESA Conference, Tucson, US, November 11-13.
- Mak, Vincent, Rami Zwick, and Akshay R. Rao (2010) (presented by Rami Zwick). *Conditions under which "Pay What You Want" is a profitable pricing strategy: Theory and experimental evidence*, APA Annual Convention, San Diego, US, August 12-15.
- Mak, Vincent, Rami Zwick, and Akshay R. Rao (2010) (presented by Rami Zwick). *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, UK, June 15-18.
- Mak, Vincent, Rami Zwick, and Akshay R. Rao (2010) (presented by Rami Zwick). *Conditions under which "Pay What You Want" is a profitable pricing strategy*, 2010 INFORMS Marketing Science Conference, Cologne, Germany, June 17-19.
- Rapoport, Amnon, William E. Stein, Vincent Mak, Rami Zwick, and Darryl Seale (2010) (presented by Amnon Rapoport). *Endogenous arrivals in batch queues with*

constant or variable capacity, Behavioral and Quantitative Game Theory: Conference on Future Directions, Newport Beach, US, May 14-16.

- Gisches, Eyran J., Vincent Mak, and Amnon Rapoport (2009) (presented by Eyran J. Gisches). *Dynamic Pricing with Strategic Customers Under Inventory Constraints*, 4th Annual Conference on Behavioral Operations Management, The Whitman School of Management, Syracuse University, June 25-27.
- Eyran J. Gisches, Vincent Mak, and Rapoport, Amnon (2009) (presented by Amnon Rapoport). *Dynamic Pricing in Duopoly: Myopic vs. Strategic Consumers*, 4th Annual Conference on Behavioral Operations Management, The Whitman School of Management, Syracuse University, June 25-27.
- Mak, Vincent, and Rami Zwick (2009) (presented by Rami Zwick). *Cascades under Identical Information Endowment and Localized Communication: An Experimental Study*, Southern California Marketing Symposium, UCLA Anderson School of Management, Los Angeles, US, April 24.
- Mak, Vincent, and Rami Zwick (2009) (presented by Rami Zwick). *When word of mouth leads to consumer herding: An experimental study*, Society for Consumer Psychology 2009 Winter Conference, San Diego, US, February 12-14 (poster).
- Mak, Vincent (2008). *The emergence of opinion leaders in social networks*, The 6th Summer Institute in Competitive Strategy, Haas School of Business, University of California, Berkeley, US, July 14-18 (competitive paper).
- Mak, Vincent (2008). *The emergence of opinion leaders in social networks*, Invited Session on Social Networks and Marketing, 2008 INFORMS Marketing Science Conference, Vancouver, Canada, June 12-14.
- Mak, Vincent, and Rami Zwick (2008) (presented by Rami Zwick). *Purchase decisions in a market with network externalities: An experimental study*, Conference on Evolving Market Competition in the 21st Century, Mainz, Germany, June 24-25.
- Mak, Vincent, and Rami Zwick (2007). *The influence of opinion leaders in new-product diffusion through social networks*, The Third Asia-Pacific Regional Meeting of the Economic Science Association, Shanghai, China, August 3-5.
- 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.
- Mak, Vincent, and Rami Zwick (2007). *Betting on the trend: An experimental study on network externalities with continuous demand*, The Second Asia-Pacific Regional Meeting of the Economic Science Association, Osaka, Japan, February 10-12.
- Mak, Vincent, and Rami Zwick (2006) (presented by Rami Zwick). *Betting on the trend: An experimental study on network externalities with continuous demand*, Marketing in Israel 2006, Tel Aviv, Jerusalem, and Herzlia, Israel, December 25-27.

Mak, Vincent, and Rami Zwick (2006). “*Confidentially yours*”: *Restricting information flow between trustees enhances trust-dependent transactions*, 2006 Association for Consumer Research North American Conference, Orlando, US, September 28 – October 1 (competitive paper).

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.

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.

Mak, Vincent, and Rami Zwick (2005). *Strategy and behavior in N-person trust game*, Society for Judgment and Decision Making 2005 Annual Conference, Toronto, Canada, November 11-14 (poster).

OTHER INVITED TALKS/OUTREACH SEMINARS/ROUNDTABLE DISCUSSIONS

- Hong Kong Polytechnic University School of Professional and Executive Education Development Strategic Management Forum (2021; Keynote speaker)
- Chulalongkorn Business School (2017, 2019, 2020)
- Negotiation Summit at the London School of Economics and Political Science (2019)
- TEDxCambridge University Salon (2018)
- Alumni Festival, University of Cambridge (2018)
- British Veterinary Association (2015)

EXTERNAL ENGAGEMENT EXPERIENCE

(research engagement / consulting / managerial advice)

- Law Commission
- Diageo
- HandsOn Hong Kong
- Global Radio
- European Commission
- British Veterinary Association

TEACHING EXPERIENCE

Undergraduate and Pre-experience Masters

- Marketing – undergraduate engineering elective and MPhil in Management core

Post-experience Masters

- Thinking Strategically – behavioural game theory and behavioural economics elective for MBA and EMBA
- Consumer Behaviour – elective for MBA and EMBA

- Cambridge Venture Project (CVP) Research Methods – MBA core module including surgery sessions by multiple faculty

Research Masters/PhD

- Quantitative Marketing Models – MPhil in Strategy, Marketing & Operations and first-year Marketing PhD core
- Consumer Behaviour – MPhil in Strategy, Marketing & Operations and first-year Marketing PhD core

Executive Education and Others

- Coordination in Teams and Team Negotiation Skills
 - Executive Education session for Mundipharma Buyer Behaviour Workshop, April 2017
 - Executive Education session for HKUST EMBA Cambridge Field Trip Study, March 2018
 - Session in the CJBS Ignite Programme (summer entrepreneurship programme), offered every July since 2016
 - Applications of group-related behavioural economics ideas, such as tipping point and issues in team negotiations, to business/policy making
- Applications of Behavioural Economics
 - Webinar for CJBS Executive Education, November 2017
 - Executive Education session for the Cambridge General Management Programme (GMP), offered twice-yearly since November 2017
 - Applications of behavioural economics ideas, such as nudging, to business/policy making
- Academic Programme Directorships for:
 - City University of Hong Kong EMBA Global Organizations Benchmarking Field Study, March 2017
 - Mundipharma Buyer Behaviour Workshop, April 2017
 - Chulalongkorn Business School Master in Branding and Marketing Seminars on Global Branding, July 2019

PHD SUPERVISION

- Raghavendra KC (Supervisor, 2014-2018; Principal Supervisor, 2015-2018) (placement: Assistant Professor, Rollins College, US)
- Sytske Wijnsma (Second Supervisor, 2016-2018)
- Jarrod Vassallo (Second Supervisor, 2013-2016)
- Jake A. (formerly Suppakorn) Pattaratanakun (Principal Supervisor, 2011-2015; placement: Assistant Professor, Chulalongkorn Business School, Chulalongkorn University, Thailand)

RESEARCH MPhil SUPERVISION

- Xiaohan Zhang (2020-2021)
- Sytske Wijnsma (2015-2016)
- Jee Hyun Caleb Park (2012-2013)
- Xiayi (Rainie) Fan (2011-2012)
- Jonathan (Joe) Gladstone (2011-2012)

- Suppakorn Pattaratanakun (2010-2011)

UNDERGRADUATE DISSERTATION SUPERVISION

- Shaun Ng (Economics, 2015-2016)

OTHER WORK EXPERIENCE

- Business case writing for the Hong Kong University of Science and Technology (2007)
- Senior Researcher, Centre for Asian Business Cases (now Asia Case Research Centre, www.acrc.org.hk), School of Business, University of Hong Kong (2001-2004)
 - Written and published 23 business cases
- Classical music columnist, *Hi-Fi Review* magazine (since 2009; writing in Chinese)
- Columnist, *Voice & Verse Poetry Magazine* (《聲韻詩刊》) (since 2012; writing in Chinese)
- Freelance classical music reviewer / features writer (1999-2009) for:
 - *South China Morning Post*
 - *Hong Kong Economic Journal* (《信報財經新聞》; writing in Chinese)
 - *Hong Kong Economic Times* (《香港經濟日報》; writing in Chinese)
 - *Ta Kung Pao* newspaper (《大公報》; writing in Chinese)
 - Radio Television Hong Kong, and others
- Columnist, *Ta Kung Pao* newspaper (2000-2007; writing in Chinese)
- Writer/Editor, Panda-Recruit Group (2000-2001)
- Freelance features writer and translator in English and Chinese (1999- 2000)
- Reporter (Features Section), *The Hongkong Standard* (1997-1999)

SELECTED OTHER PUBLICATIONS AND HONOURS

- Nine business cases are reprinted with abridgements in Farhoomand, A. (ed.) (2005). *Small Business Management and Entrepreneurship in Hong Kong: A Casebook*, Hong Kong: Hong Kong University Press.
- Literary works in Chinese:
 - Five novels, one collection of short stories, and six collections of prose essays including writings on classical music and the arts. The publishers include Su Yeh Publications (素葉出版社; one essay collection), Musical Stone Publications (石磬出版社; one essay collection), Manuscript Publishing Limited (初文出版社; one novel and one essay collection), and Infolink Publishing Limited (匯智出版社; all other works). Most publications received supporting grants from the Hong Kong Arts Development Council.
 - Four of the literary works were in the final shortlists for the Hong Kong Biennial Awards for Chinese Literature (two in the fiction category and two in the prose essay category).