

Khim Yong GOH

Curriculum Vitae

National University of Singapore
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EDUCATION

Ph.D.	University of Chicago,	Business Admin. (Marketing) (2005)
M.Sc.	National University of Singapore,	Computer & Information Sc. (1998)
B.Sc. (Hons)	National University of Singapore,	Computer & Information Sc. (1997)

PROFESSIONAL EXPERIENCE

National University of Singapore
Assistant Professor (2005-Present)
University of Chicago, Graduate School of Business
Research Assistant, Teaching Assistant (2000-2005)
National University of Singapore
Research Scholar (1998), Senior Tutor (1999-2000)
Astiv Technologies Private Limited
IT Consultant (1996-1997)
Singapore Armed Forces, 20th Battalion Singapore Artillery
Sergeant, Non-Commissioned Officer (1992-1993, 1998-1999)

PUBLICATIONS AND RESEARCH

1. Research Interests

1. Direct Marketing and Internet Marketing
2. Competitive Pricing and Advertising
3. Empirical Models of Information Technology and Industrial Organization
4. Econometric and Markov Chain Monte Carlo Methods

2. Refereed Journal Articles

1. Manchanda, P., Dubé, J.P., Goh, K.Y., and Chintagunta, P.K., "The Effect of Banner Advertising on Internet Purchasing", *Journal of Marketing Research*, 43(1), 2006, forthcoming (February 2006).
2. Chintagunta, P.K., Dubé, J.P., and Goh, K.Y., "Beyond the Endogeneity Bias: The Effect of Unmeasured Brand Characteristics on Household-Level Brand Choice Models", *Management Science*, 51(5), 2005, pp. 832-849.

3. Conference Presentations & Proceedings (refereed acceptance)

1. Goh, K.Y., Lee, C.S., and Lee, C.H., "IT Product Bundling in the Presence of Complementarities, Quality Uncertainty and Network Effects: An Agent-Based

- Approach", in *Proceedings of the 24th Annual International Conference on Information Systems*, Seattle, Washington, December 14-17, 2003, pp. 497-510 (Best Conference Theme Paper Nominee).
2. Lee, C.S., Goh, K.Y., and Lee, C.H., "On-line Trade Negotiations: A Study of Perceived Fairness of Negotiation-Support Tools Usage", in *Proceedings of the 63rd Annual Meeting of the Academy of Management Conference*, Seattle, Washington, August 1-6, 2003, pp. 17 (OCIS Paper Abstracts).
 3. Goh, K.Y. and Lee, C.S., "IT Product Bundling – The Effects of Quality Uncertainty and Complementarities on Individual Judgment and Choice", in *Proceedings of the 12th Annual Workshop on Information Technology and Systems*, Barcelona, Spain, December 14-15, 2002, pp. 115-120.
 4. Chintagunta, P.K., Dubé, J.P., and Goh, K.Y., "Targeted Pricing and the Estimation of Consumer Choice Models in the Presence of Unmeasured Product Characteristics", *INFORMS-Cornell Conference On Pricing Research*, Ithaca, New York, September 13-14, 2002.
 5. Goh, K.Y., Teo, H.H., and Wei, K.K., "Computer-Supported Negotiations: An Experimental Study of Bargaining in Electronic Commerce", in *Proceedings of the 21st Annual International Conference on Information Systems*, Brisbane, Australia, December 10-13, 2000, pp. 104-116.
 6. Goh, K.Y., Teo, H.H., and Wei, K.K., "Electronic Markets and Intelligent Agents: An Experimental Study of the Economics of Electronic Commerce", in *Proceedings of the 19th Annual International Conference on Information Systems*, Helsinki, Finland, December 13-16, 1998, pp. 293-295.

4. Conference Presentations & Proceedings (non-refereed acceptance)

1. Goh, K.Y., "Estimating Demand for Fashion Apparel in Mail-order Catalogs", *Marketing Science Conference*, College Park, Washington D.C., June 12-15, 2003.
2. Manchanda, P., Dubé, J.P., Goh, K.Y., and Chintagunta, P.K., "The Effects of Banner Advertising on Consumer Inter-purchase Times and Expenditures in Digital Environments", *Marketing Science Conference*, Edmonton, Canada, June 27-30, 2002.
3. Manchanda, P., Dubé, J.P., Goh, K.Y., and Chintagunta, P.K., "The Effects of Banner Advertising on Consumer Inter-purchase Times and Expenditures in Digital Environments", *32nd Annual Albert Haring Symposium*, Bloomington, Indiana, March 22-23, 2002.

5. Working Papers

1. Effects of Comparison Shopping Websites on Market Performance: Implications for Online Merchants in Different Market Structures (with Hock Hai Teo and Chuan Hoo Tan)
2. Perceived Fairness in Online Trade Negotiations: Do Negotiation Support Tools Matter? (with Chei Sian Lee, Chay Hoon Lee, Hock Hai Teo and Kwok Kee Wei)
3. Source of IT Capabilities and Human Resource Management in Motivating Effective IT Usage (with Chei Sian Lee and Chay Hoon Lee)
4. The Effects of Banner Advertising on Consumer Inter-purchase Times and Expenditures in Digital Environments (with Puneet Manchanda, Jean-Pierre Dubé and Pradeep Chintagunta)

5. Banner Advertising as a Customer Retention Tool in Customer Relationship Management (with Puneet Manchanda, Jean-Pierre Dubé and Pradeep Chintagunta)
6. Information Availability and Asymmetry on The Internet: The Case of Comparison-Shopping Agents and Market Outcomes (with Hock Hai Teo and Kwok Kee Wei)

6. Research-In-Progress

1. Demand for Multiple Products and Units in Large, Cross-Category Choice Sets: An Application to Apparel Purchases in Mail-order Catalogs (with Eric Anderson and Pradeep Chintagunta)
2. Catalog Creative Design and Consumer Demand: A Spatial Distance-Metric Approach (with Eric Anderson and Pradeep Chintagunta)

7. Media Coverage

1. "O.R. Study Faults Reliance on Click-Through Rates to Assess Banner Ads: Viewing of Internet Ads Does Lead to Future Sales", *INFORMS Press Release*, Edmonton, Canada, June 30, 2002.
2. "Banner Ads Click with Consumers - Online Advertising for Customer Retention", *Capital Ideas*, Vol. 5 No. 1, Summer 2003.
3. "Long-Derided Banner Web Ads Could Be Worthwhile After All", *Investor's Business Daily*, November 11, 2003.

TEACHING

1. Teaching Interests

1. Economics of Information Systems and E-Commerce
2. Information Technology and Marketing Strategies
3. Pricing Strategies
4. Quantitative Models for Information Technology and Marketing Management

2. Teaching Assistant / Class Instructor

1. Marketing Management, University of Chicago GSB, Executive MBA Program (2003)
2. Pricing Strategies, University of Chicago GSB, Campus MBA Program (2003)
3. Marketing Management, University of Chicago GSB, Executive MBA Program (2001)
4. Technology Strategy and Management, National University of Singapore (2000)
5. Investment Technology, National University of Singapore (1999)
6. IT and Marketing, National University of Singapore (1997)
7. Programming Methodology, National University of Singapore (1996)

FELLOWSHIPS AND HONORS

1. University of Chicago, Graduate School of Business, Dean's Commendation Award for Teaching Excellence and Exceptional Service to Executive MBA program (2003)
2. INFORMS Society for Marketing Science Doctoral Consortium Fellow (2003)
3. Yeck Scholar, John D. Yeck Center for Advanced Studies in Direct and Interactive Marketing, Direct Marketing Educational Foundation (2003)
4. INFORMS College of Marketing Doctoral Consortium Fellow (2002)
5. 32nd Annual Albert Haring Symposium Delegate, Indiana University (2002)

6. University of Chicago, Graduate School of Business, Ph.D. Fellowship (2000-2005)
7. University of Chicago, Joseph A. Pickler Ph.D. Fellowship (2000-2001)
8. National University of Singapore, Overseas Graduate Scholarship (2000-2005)
9. Public Service Commission, Local Merit Scholarship (1993-1997)
10. First Class Honors, Bachelor of Science (Computer and Information Sciences) (1997)
11. Singapore IEEE Information Technology Book Prize (1997)
12. National University of Singapore, Faculty of Science Dean's List Award (1995-1997)
13. British Petroleum - NUS Science Colors Award (1994-1995)

PROFESSIONAL ACTIVITIES

1. Service

Ad-hoc Reviewer for:

Marketing Science

Information Systems Research

International Conference on Information Systems

2. Affiliations

INFORMS

Association for Information Systems

American Marketing Association