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Employment

- 1996- National University of Singapore
Lim Kim San Professor, 2008- , Professor, 2001- , Department of Business Policy. Kwan Im Thong Hood Cho Temple Professor, 2001-2008, Professor, 1996- , Visiting Professor, 1996, Department of Information Systems. Professor, 2006- , Department of Economics.
Vice Provost (Graduate and Undergraduate Education), 2001-03; Dean, 2000-01, Vice Dean, School of Computing, 1998-2000.
- 2005-2006 Nominated Member of Parliament (10th Parliament of Singapore, 2nd session).
- 1984-96 University of California, Los Angeles
Professor, 1995-96, Associate Professor (with tenure), 1990-95, Assistant Professor, 1984-90, John E. Anderson Graduate School of Management
- 1993-96 Hong Kong University of Science & Technology
Visiting Professor, 1995-96, Visiting Reader, 1993-95, Department of Economics.
- 1987-88 National University of Singapore
Lecturer, School of Management
- Summer 1982 Government of Singapore Investment Corporation
Special Assistant to the Managing Director
- 1978-80 Singapore Armed Forces
Brigade Deputy Intelligence Officer (1980), Battalion Deputy General Staff Officer (1978)

Education

- 1980-85 Stanford University
PhD in Business
- 1975-78 University of Cambridge
BA (Honours Class 1) in Economics

Journal Publications

1. "Strategic Behavior in Suit, Settlement and Trial", *Bell Journal of Economics*, Vol. 14 No. 2 (Autumn 1983), 539-550.
Reprinted in David K. Levine and Steven A. Lippman, Eds., *The Economics of Information*, Aldershot, England: Edward Elgar, 1995; Eric B. Rasmusen, Ed., *Game Theory and the Law*, Cheltenham, England: Edward Elgar, 2007.
2. "Optimal Subsidies and Damages in the Presence of Judicial Error", *International Review of Law and Economics*, Vol. 6 No. 1 (June 1986), 101-105.

3. "Price Discrimination Through Offers to Match Price", *Journal of Business*, Vol. 60 No. 3 (July 1987), 365-384 [with D. Hirshleifer].
4. "Litigation, Liability, and Incentives for Care", *Journal of Public Economics*, Vol. 34 No. 1 (October 1987), 61-85.
5. "Gender, Ethnicity, and Grades: Empirical Evidence of Discrimination in Law-Firm Interviews", *Law and Inequality Journal*, Vol. 7 No. 2 (March 1989), 189-214 [with D. Eaves and J.M. Ramseyer].
6. "Optimal Auditing, Insurance and Redistribution", *Quarterly Journal of Economics*, Vol. 104 No. 2 (May 1989), 399-415 [with D. Mookherjee].
7. "Reservations: Customer Insurance in the Marketing of Capacity", *Marketing Science*, Vol. 8 No. 3 (Summer 1989), 248-264.
8. "Efficient Deterrence and the Tax Treatment of Monetary Sanctions", *International Review of Law and Economics*, Vol. 9 No. 2 (December 1989), 209-217 [with E. Zolt].
9. "Facilitation of Competing Bids and the Price of a Takeover Target", *Review of Financial Studies*, Vol. 2 No. 4 (1989), 587-606 [with D. Hirshleifer].
10. "The Role of Instalment Payments in Contracts for Services", *RAND Journal of Economics*, Vol. 21 No. 1 (Spring 1990), 83-99 [with T.K. Lee].
11. "Enforcement Costs and the Optimal Progressivity of Income Taxes", *Journal of Law, Economics, and Organization*, Vol. 6 No. 2 (Fall 1990), 411-431 [with D. Mookherjee].
12. "Most-Favoured Customer Protection versus Price Discrimination Over Time", *Journal of Political Economy*, Vol. 99 No. 5 (October 1991), 1010-1028.
13. "Market Segmentation, Cannibalization, and the Timing of Product Introductions", *Management Science*, Vol. 38 No. 3 (March 1992), 345-359 [with S. Moorthy].
14. "Monitoring vis-a-vis Investigation in Enforcement of Law", *American Economic Review*, Vol. 82 No. 3 (June 1992), 556-565 [with D. Mookherjee].
15. "Private Security: Deterrent or Diversion?" *International Review of Law and Economics*, Vol. 14 (March 1994), 87-101 [with H.W. Koo].
16. "Marginal Deterrence in Enforcement of Law", *Journal of Political Economy*, Vol. 102 No. 5 (October 1994), 1039-1066 [with D. Mookherjee].
17. "Service Time Competition", *RAND Journal of Economics*, Vol. 25 No. 4 (Winter 1994), 619-634 [with D. Reitman].
18. "Corruptible Law Enforcers: How Should They Be Compensated?" *Economic Journal*, Vol. 105 No. 428 (January 1995), 145-159 [with D. Mookherjee].
Reprinted in Gianluca Fiorentini and Stefano Zamagni, Eds., *The Economics of Corruption and Illegal Markets*, Vol. II, Cheltenham, UK; Northampton, MA: Edward Elgar, 1999, and Ajit Mishra, Ed., *The Economics of Corruption*, New Delhi, India: Oxford University Press, 2005.
19. "Why Are Some Products Branded And Others Not?" *Journal of Law and Economics*, Vol. 38 No. 1 (April 1995), 207-224 [with D. Reitman].
Reprinted in Ruth Towse and Rudi W. Holzhauer, Eds., *The Economics of Intellectual Property*, Vol. III, Cheltenham, England: Edward Elgar, 2002.
20. "Returns Policies: Make Money by Making Good", *Sloan Management Review*, Vol. 37 No. 1 (Fall 1995), 65-72 [with V. Padmanabhan].

21. "Manufacturers Returns Policies and Retail Price Competition", *Marketing Science*, Vol. 16 No. 1 (1997), 81-94 [with V. Padmanabhan].
22. "Damage Measures for Inadvertant Breach of Contract", *International Review of Law and Economics*, Vol. 19 No. 3 (1999), 319-331 [with L.A. Bebchuk].
23. "National Culture and Corporate Adoption of Information Technology", *IEEE Transactions on Engineering Management*, Vol. 48 No. 1 (February 2001), 36-45 [with Bernard Tan and K.L. Wee].
24. "Information Goods Pricing and Copyright Enforcement: Welfare Analysis", *Information Systems Research*, Vol. 14 No. 1 (March 2003), 107-123 [with Yeh-ning Chen].
25. "Monitoring Costs and the Mode of International Investment", *Journal of Economic Geography*, Vol. 3 No. 3 (July 2003), 261-274 [with Chu-Chia S. Lin].
26. "Piracy and the Legitimate Demand for Recorded Music", *BE Press Contributions to Economic Analysis & Policy*, Vol. 2 No. 1 (2003), Article 11 [with Kai-Lung Hui].
27. "Buyer Shopping Costs and Retail Pricing: An Indirect Empirical Test", *Review of Marketing Science*, Vol. 2 (2004), Article 6 [with Sang-Yong T. Lee].
28. "Reply: Do Returns Policies Intensify Retail Competition?" *Marketing Science*, Vol. 23 No. 4 (Fall 2004), pp. 614–618 [with V. Padmanabhan].
29. "Who Gets Spammed?", *Communications of the ACM*, Vol. 49, No. 10, October 2006, 83-87, [with Il-Horn Hann, Kai-Lung Hui, Yee-Lin Lai, and S.Y.T. Lee].
30. "Copyright: A Plea for Empirical Research", *Review of Economic Research on Copyright Issues*, Vol. 3 No. 2, 2006, 3-13.
Reprinted in Ruth Towse and Richard Watt, Eds., *Recent Trends in the Economics of Copyright*, Cheltenham, England: Edward Elgar, July 2008.
31. "Overcoming Online Information Privacy Concerns: An Information Processing Theory Approach", *Journal of Management Information Systems*, Vol. 24 No. 2, Fall 2007, 13-42 [with Il-Horn Hann, Kai-Lung Hui, and S.Y.T. Lee].
32. "Consumer Privacy and Marketing Avoidance: A Static Model", *Management Science*, Vol. 54 No. 6, June 2008 [with Il-Horn Hann, Kai-Lung Hui, and S.Y.T. Lee].
33. "The Deterrent and Displacement Effects of Information Security Enforcement: International Evidence", *Journal of Management Information Systems*, Vol. 25 No. 2, Fall 2008 [with Chen-yu Wang and Qiu-hong Wang].

Papers Under Review/Revision

34. "Copyright Duration and the Supply of Creative Work", November 2007 [with Qiu-hong Wang] (first revision, *American Economic Review*).
35. "On the Sequence of Customer Acquisitions and Pricing in the Model of Sales", September 2007 [with Kai-Lung Hui and Tom S. Lee] (submitted, *Economics Letters*).

Conference Proceedings

1. "Software Pricing and Copyright Enforcement: Private Profit vis-a-vis Social Welfare", *Proceedings of the 20th International Conference on Information Systems*, Charlotte, North Carolina, December 13-15, 1999 [with Yeh-ning Chen].

2. "On the Supply of Creative Work: Evidence from the Movies", *American Economic Review*, Papers and Proceedings of the American Economic Association, Vol. 92 No. 2, May 2002, 217-220 [with Kai Lung Hui].
3. "Online Information Privacy: Measuring the Cost-Benefit Trade-off", *Proceedings of the 23rd International Conference on Information Systems*, 2002 [with Il-Horn Hann, Kai Lung Hui, and Tom S. Lee].
4. "Analyzing Online Information Privacy Concerns: An Information Processing Theory Approach", *Proceedings, 40th Hawaii International Conference on System Sciences*, 2007 [with Il-Horn Hann, Kai Lung Hui, and S.Y.T. Lee].
5. "The Deterrent and Displacement Effects of Information Security Enforcement: International Evidence", *Proceedings, 41st Hawaii International Conference on System Sciences*, 2008 [with Chen-yu Wang and Qiu-hong Wang].

Working Papers

1. "Copyright Law and Movie Production: the European Rental Directive", November 2007 [with Qiu-hong Wang].
2. "On the Value of Privacy from Telemarketing: Evidence from the "Do Not Call" Registry", September 2007.
3. "On the Reliability of Piracy Statistics", March 2008.
4. "Buyer Uncertainty and Two-Part Pricing: Theory with Evidence from Outsourcing and New York Restaurants", March 2008 [with Hao Wang].
5. "Social Interaction, Observational Learning, and Privacy: the "Do Not Call" Registry", April 2008 [with Khim Yong Goh and Kai-lung Hui].

Work in Progress

1. "On the Sequence of Customer Acquisitions and Pricing in the Model of Sales", September 2007 [with Kai-Lung Hui and S.Y.T. Lee].
2. "How does incentivized blood collection affect voluntary donations?" February 2008.
3. "Institutions and Enterprise-Level Productivity Growth: Evidence from China", March 2008 [with Yi Lu and Zhigang Tao].

Books

Managerial Economics, Malden, MA: Blackwell, 1998; Second edition, 2002; Third edition, Dale Lehman, co-author, 2007.

Korean edition: Koh Dong Hee, translator, Seoul, Korea: Kyung Mun Sa Publishing, 1999; Third edition, forthcoming.

Traditional Chinese edition: Lin Chu-Chia, co-author, Taipei, Taiwan: Bestwise Publishing, 1999; Second edition, 2003; Third edition, 2007.

Asia Pacific edition, Singapore: Pearson Education Asia, 2005.

Simplified Chinese edition: Second edition, Zhang Chu-yu, translator, Beijing, China: Renmin University Press, 2005; Third edition, Wu Changqi, co-author, and Meng Zhaoli, translator, Beijing, China: Peking University Press, 2008.

Chapter in Book

1. "Opportunity Cost", Chapter 4.5 in Richard C. Dorf, Ed., *The Technology Management Handbook*, Boca Raton, FL: CRC Press and IEEE Press, 1998, 4/17-4/20.

2. "Economics of Privacy", in Terry Hendershott, Ed., *Handbook of Economics and Information Systems*, Elsevier, 2006.

Case

1. "BHP: Negotiating Iron Ore Prices With China", Asia Case Research Centre, HKU-628, December 2006, 21 pp. [with Zhigang Tao and Carola Ramon-Berjano].

Research Grants

1. Center for Economic Policy Research, Stanford (1983)
2. University of California, Pacific Rim Program, 1993-94, US\$35,000.
3. Hong Kong Research Grants Council, HKUST 549/95H, 1995-97, HK\$150,000.
4. National University of Singapore, RP 960624, 1996-98, S\$26,202.
5. Telecommunication Authority of Singapore and National University of Singapore, RP 970659, 1997-2000, S\$389,450.
6. IP Academy of Singapore, 2005-06, S\$18,345.
7. U.S. Air Force, Asian Office of Aerospace R&D, 2007-09, US\$40,000.

Honours and Awards

Faculty Career Development Award, UCLA (1987, 1990).
Outstanding Teaching Award, MBA Program for Fully Employed Students, Class of 1991, UCLA.
Finalist, 1992 John D.C. Little Best Paper Award, College on Marketing, The Institute of Management Sciences, 1994.
Teaching Excellence Award, National University of Singapore, 1998.
Runner-Up, Best Research Paper, 23rd International Conference on Information Systems 2002.
Marshall Visiting Research Scholar, University of Southern California, June 2003.

Recent speaking invitations (expenses paid):

New York University, September 2005; University of Connecticut, September 2005; University of Bern, October 2005; Society for Economic Research into Copyright Issues, Annual Congress, Singapore, July 2006; School of Management, University of Texas, Dallas, November 2006; Asian Law and Economics Association, 2nd Annual Conference, Bangalore, December 2006; 2nd Information and Communications Technology Conference, Telecom-Paris, June 2007; Asian Law and Economics Association, 3rd Annual Conference, Taipei, Taiwan, August 2007; Research Institute of Economy, Trade, and Industry, Ministry of Economy, Trade, and Industry, Japan, March 2008.

Other recent presentations:

Hong Kong University of Science and Technology, October 2007; Oxford University, November 2007; University of Washington, March 2008; University of Tokyo, March 2008.

Courses Taught

Information Technology Marketing, Telecommunications, Industrial Organization, International Business Economics, Managerial Economics, Price Policies, Doctoral Seminar in Business Economics.

Executive Teaching

NUS-UCLA Executive MBA (Lecturer), 2004-07; NUS Executive MBA (Chinese) (Lecturer) 2002; Kellogg-HKUST Executive MBA Program (Lecturer) 2000; NUS Information and Technology Policy (Lecturer), 1997-1999; UCLA General

Management Program, Malaysia (Faculty Director) 1992-94; UCLA Pricing for Profitability (Lecturer), 1992-93. Company programs for Texas Instruments and Hsin Chong.

Professional Service

External reviewer for promotion/appointment (last three years): Wharton School (University of Pennsylvania), Hong Kong University of Science & Technology, Academia Sinica (Taiwan), Carnegie-Mellon University.

Journal of Industrial Economics, Associate Editor, 1996-2001;
Information Systems Research, Associate Editor, 2000-2004;
Management Science, Associate Editor, 2005- .

Microsoft Corporation, Trustworthy Computing Academic Advisory Board, 2006- ;
World Intellectual Property Organization, Expert Meeting on Measurement of Copyright Piracy, November 2005.

Institutional Service

Chair, Re-Make NUS, National University of Singapore, 2002-03.
Chair, Task Force on Calendar, Time-table and Examinations, National University of Singapore, 1999-2000.
Chair, Task Force on Quality Assurance, National University of Singapore, 1997-98.
Deputy Head, Department of Information Systems & Computer Science, National University of Singapore, 1997-98.
Head, Centre for TeleMedia Strategy, National University of Singapore, 1997-2000.
Executive Committee, Center for Pacific Rim Studies, UCLA, 1989-91.

Public Service

Resource Person, University Admission Committee, Ministry of Education, Singapore, 2003-04;
Member, Selection Committee, National Technology Award, Singapore, 2002-03;
Member, Entrepreneurship Focus Group and Education Workgroup, Economic Review Committee. Singapore, 2001-02.

Directorships

Healthway Medical Services Pte Ltd, 2008- ;
Hyflux Water Trust Management Pte Ltd, 2007- ;
Hartford Education Corporation Ltd (formerly Hartford Holdings Ltd), 2005- ;
Universal Gateway International Pte Ltd, 2005-2007;
GeoFoto Pte Ltd, 2000-01;
JIT Holdings Ltd, 1997-2000.

Consultancy and Expert Testimony (last 5 years)

New Zealand Trade and Enterprise: Report on Singapore economic policy;
Drew & Napier, Singapore (for Competition Commission of Singapore): Effect of price recommendations by trade associations;
Rodyk & Davidson, Singapore: Quantification of economic loss in breach of contract;
World Intellectual Property Organization, Geneva: Methodology for measurement of copyright piracy;
Colin Ng & Partners, Singapore: Quantification of economic loss in breach of contract;
Jones Day, Dallas, Texas: Quantification of economic loss in personal injury;
Wong, Tan, and Molly Lim, LLC, Singapore: Quantification of economic loss in

breach of contract by the Raffles Town Club;
Ministry of Economic Development, New Zealand: Report on Singapore economic
policy;
Ministry of Law, Singapore: Measurement of software piracy.

Magazine and Newspaper Articles

in English: *Australian Financial Review*, *South China Morning Post*, *Business Times*
(Singapore), *Wall Street Journal*, *Los Angeles Times*, *Straits Times*, *Sunday Times*
(Singapore), *Asian Wall Street Journal*, *Far Eastern Economic Review*.
in Chinese: *Central Daily News* (Taipei), *Hong Kong Economic Journal*.

Languages English, Chinese (Mandarin)