

Ke-Wei Huang

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Education

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|-----------|---|
| 2002-2007 | New York University, Stern School of Business, New York, USA.
Ph.D. in Information, Operations, and Management Sciences, |
| 2002-2004 | New York University, Stern School of Business, New York, USA.
Master of Philosophy |
| 2001-2002 | New York University, Stern School of Business, New York, USA.
M.S. in Information Systems |
| 1995-1997 | National Taiwan University, Taipei, Taiwan.
M.B.A. in Finance |
| 1991-1995 | National Taiwan University, Taipei, Taiwan.
B.S. in Electrical Engineering |

Academic Position

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|--------------------|---|
| 2007.08 to Present | Assistant Professor, Information System,
National University of Singapore |
| 2007.08 to 2009.07 | Assistant Professor, Economics (joint appointment),
National University of Singapore |

Publications

Journal Articles:

- (1) "Pricing Digital Goods: Discontinuous Costs and Shared Infrastructure,"
by Ke-Wei Huang and Arun Sundararajan (NYU)
Information Systems Research, Vol. 22(4), 2011, p.721-738.
- (2) "A Multi-Label Text Classification Algorithm for Labeling Risk Factors in SEC
Form 10-K"
by Ke-Wei Huang and Zhuolun Li
ACM Transactions on MIS, Vol. 2(3), 2011, p.18:1-18:19.

Ke-Wei Huang

- (3) “Optimal Criteria for Selecting Price Discrimination Metrics when Buyers have Log-Normally Distributed Willingness-to-Pay,”
by Ke-Wei Huang
Quantitative Marketing and Economics, Vol.7(3), 2009, p.321-341.
- (4) “Personalized Pricing and Quality Customization,”
by Anindya Ghose (NYU) and Ke-Wei Huang
Journal of Economics and Management Strategy, Vol.18(4), 2009, p.1095-1135

Working Papers under Review:

- (1) “Equilibrium Market Segmentation for Targeted Pricing Based on Customer Characteristics” by Ke-Wei Huang
(Under review at *RAND Journal of Economics*, 1st round major revision)
- (2) “Pricing Data Services: Pricing by Minutes, by Gigs, or by Mega Bytes per Second?”
by Ying-Ju Chen and Ke-Wei Huang
(Under review at *Information Systems Research*, 2nd round major revision)
- (3) “Hierarchical screening for capacity allocation in distribution systems”
by Ying-Ju Chen (U.C. Berkeley), Mingcherng Deng (U. of Minnesota), and
Ke-Wei Huang (Under review at *Production and Operations Management*, 3rd round
revision)
- (4) “A Parametric Curve Analysis for the Risk-Return Tradeoff in an Agency Problem”
by Ke-Wei Huang

Other Working Papers:

- (5) “Who Makes the Law? Political Economy Analysis and Evidence from Copyright Levies,” by Ke-Wei Huang and Ivan Png
SSRN Link: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1690901
- (6) “Exploring the Information Contents of Risk Factors in SEC Form 10-K: a Multi-Label Text Classification Application”
by Ke-Wei Huang
SSRN Link: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1784527
- (7) “Pricing Models for On-Demand Computing,”
by Ke-Wei Huang and Arun Sundararajan
SSRN Link: http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1281329

Conference/Workshop Papers:

- (1) “Exploring the Correlation between Operational and Financial Software Business Risks by Quantifying Risk Factors in Annual Reports,” **WISE 2011**, Shang Hai, China by Ke-Wei Huang
- (2) “Evaluating the Impacts of Auction Bidding Restrictions on Consumer Surplus and Behaviors - An Empirical Study of Penny Auctions,” **ICIS 2011**, Shang Hai, China (Best Paper Nominee)
by Hanxiong Zheng, Khim Yong Goh, and Ke-Wei Huang
- (3) “R&D and Catch-Up Effect Among Software-as-a-Service Firms: A Stochastic Frontier Approach,” **ICIS 2011**, Shang Hai, China.
by Chunmian Ge and Ke-Wei Huang
- (4) “Firm-Level Inventory Performance and 10-K Inventory Risk Factors During the Financial Meltdown,” **INFORMS 2011**, Charlotte, USA by Ying-Ju Chen and Ke-Wei Huang
- (5) “Evaluating the Impacts of Auction Bidding Restrictions on Consumer Surplus and Behaviors - An Empirical Study of Penny Auctions,” **INFORMS 2011**, Charlotte, USA by Hanxiong Zheng, Khim Yong Goh, and Ke-Wei Huang
- (6) “Evaluating the Impacts of Auction Bidding Restrictions on Consumer Surplus and Behaviors - An Empirical Study of Penny Auctions,” **CSWIM 2011**, Harbin, China by Hanxiong Zheng, Khim Yong Goh, and Ke-Wei Huang
- (7) “R&D and Catch-Up Effect Among Software-as-a-Service Firms: A Stochastic Frontier Approach,” **PACIS 2011**, Brisbane, Australia.
by Chunmian Ge and Ke-Wei Huang
- (8) "Who Makes the Law? Political Economy Analysis and Evidence from Copyright Levies," Society for the Advancement of Economic Theory, **SAET 2010**, Singapore.
by Ke-Wei Huang and Ivan Png
- (9) “Pricing Data Services: Pricing by Minutes, by Gigs, or by Mega Bytes per Second?” **WISE 2009**, Phoenix USA.
by Ying-Ju Chen and Ke-Wei Huang
- (10) “Firm-Level Productivity Analysis for Software-as-a-Service Companies,” **ICIS 2009**, Phoenix USA.
by Ke-Wei Huang and Mengqi Wang
- (11) “Software Executives’ Optimal R&D Expense and Pricing Decisions in a Risky Market,” **WISE 2008**, Paris, France.
by Ke-Wei Huang
- (12) “Pricing Digital Goods: Discontinuous and Declining Costs,” **CIST/INFORMS**

2006, Pittsburgh, PA.

by Ke-Wei Huang and Arun Sundararajan

- (13) “Pricing Models for On-Demand Computing,” INFORMS 2006, Pittsburgh, PA.

by Ke-Wei Huang and Arun Sundararajan

- (14) “Versions and Successive Generations: An Empirical Analysis of Pricing and Product Line Strategies in Software Markets,” Marketing Science 2006, Pittsburgh, PA and CIST/INFORMS 2005, San Francisco, CA.

by Anindya Ghose, Ke-Wei Huang, and Arun Sundararajan

- (15) “Optimal and Equilibrium Price Discrimination Metrics for Digital Goods,” WISE 2005, Irvine, CA.

by Ke-Wei Huang and Roy Radner

- (16) “A Competitive Analysis of Personalized Pricing with Quality Customization,” WISE 2005, Irvine, CA.

by Ke-Wei Huang and Anindya Ghose

- (17) “Impact of CRM Technologies on Firm Profits: A Competitive Analysis of Personalized Pricing and Quality Customization,”

Poster Session of CRM Workshop 2005, New York, NY.

by Ke-Wei Huang and Anindya Ghose

Honors

2007	ACM SIGMIS Doctoral Dissertation Award Competition (Runner-up)
2006	ICIS Doctoral Consortium
2006	Net Institute Summer Grant 2006 (with Arun Sundararajan) (\$4500) http://www.netinst.org/2006_grants.html
2006	Stern Fellowship of Excellence (1 out of 3 at Stern, NYU)
2006	Winner of 2006 Cambridge University Entrepreneurs Business Creation Competition (MARGO-Technologies)
2005-2007	Elite Dissertation Scholarship from National Science Council of Taiwan (\$20,000 per year)
1997	National Master’s Thesis Award First Prize from the Management Science Association of Taiwan
1995-1997	Scholarship from National Taiwan University, Finance, Ranked First.

Students Supervised

- Current PhD students: Xiao Zou, Chunmian Ge, Zhuolun Li.
- Master Student: Mengqi Wang (09), Hanxiong Zheng (11).
- Honors Year Project Students: Changjie Liu (09), Zhibo Sun (09), Kendrew Wang (09), Kyi Tha Aung (10), Pham Houng Giang (10), Eugene Teh (10), Xiong Xin (10), Sun Yao (11), Chang Li (12).

Teaching Experiences

- Mobile and Ubiquitous Commerce, Undergraduate, Information Systems, NUS.
Avg. Class Size: 65; Evaluation: 4.2/5 (11')
- Telecoms and International Networks, Master, Information Systems, NUS.
Avg. Class Size: 60; Evaluation: 4.4/5 (07'), 4.2/5 (08'), 4.7/5 (09'), 4.4/5 (10')
- E-Commerce and B2C Applications, Undergraduate, Information Systems, NUS.
Class Size: 85; Evaluation: 3.8/5 (10')
- Financial Markets and Portfolio Management, Master, Economics, NUS.
Avg. Class Size: 30; Evaluation: 4.4/5 (08'), 4.3/5 (09')
- Computer Based Systems for Management Support, Undergraduate, Stern, NYU.
Evaluation: 7/7 (06')

Professional Experiences

2006	Co-founder of MARGO Technologies:
2000 to 2001	Computer Associates Ltd., Taipei, Taiwan. Software Developer.
1999 to 2000	Economics Department, National Taiwan University. Full Time Research Assistant for Professor Chung-Ming Kuan.
1997 to 1999	(Required Military Service) Finance Center, Defense Ministry. Rank: Second Lieutenant. Financial Information Officer.

Academic Services

- Track Chair (Econ. of IS): WEB 2011
- Associate Editor: ICIS, Econ. Track (09,11)
- Program Committee: CIST (09, 10, 11), ICEC (07, 09).
- Discussant: CIST 2006, Net Institute 2007, WISE (2007, 2008), ICIS 2007.
- Reviewer: *Management Science*, *Information Systems Research*, *MIS Quarterly*, *Marketing Science*, *M&SOM*, *IEEE TEM*, *POMS*, *JOCEC*, *Electronic Commerce Research and Applications*, *ICIS* (05-08, 10), *PAICS* (08,10).

References

1. Professor [Roy Radner](#), (Dissertation Committee Chair.)
Stern School of Business, NYU. rradner@stern.nyu.edu
2. Professor [Arun Sundararajan](#), (Dissertation Committee Member)
IOMS, Stern School of Business, NYU. asundara@stern.nyu.edu
3. Professor [Anindya Ghose](#), (Dissertation Committee Member)
IOMS, Stern School of Business, NYU. aghose@stern.nyu.edu