

# 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

## **UNIVERSITY OF CAMBRIDGE APPOINTMENTS**

(appointment at Cambridge Judge Business School unless otherwise stated)

- Member of the Senior Leadership Team, 2023-2024
- Deputy Chair of the Athena Swan Steering Committee, 2023-2024
- Vice-Dean for Programmes & Research, 2021-2023
- Director (Associate Dean) of Programmes, 2019-2021
- Deputy Director of Teaching, 2016-2019
- Cambridge Judge Business School's representative on the School of Technology's Information Technology Strategic Committee, 2021-2024
- Member, Independent Review Group for the Academic (Teaching & Scholarship) Career Pathway, University of Cambridge, 2021-2024
- The School of Technology's representative on the Strategic Committee of the Institute of Continuing Education, University of Cambridge, 2021-2023
- Member, Faculty Board of Business and Management, since 2016
- Member, Degree Committee of the Faculty of Business and Management, since 2016
- Member, EMBA Board of Examiners, 2019-2024
- Member, MPhil in Finance/MPhil in Strategy, Marketing & Operations/MRes Board of Examiners, 2019-2024
- Member, Faculty Academic Career Pathways Promotions Committee, 2021-2023
- The Faculty of Business and Management's representative at the Council of the School of Technology, 2018-2019
- 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, 2010-2022

## **RESEARCH INTERESTS**

- Prosocial decisions
- Managerial and consumer behavioural decision making
- Pricing
- Experimental economics and game theory

## **ACADEMIC HONOURS AND AWARDS**

- Guest Fellow, Lui Che Woo College, University of Macau, since 2024
- University of Macau Distinguished Visiting Scholar, 2023
- Associate Editor, *Information Systems Research* Special Issue on Analytical Creativity, since 2023
- Nominated for the best lecturer in Engineering Tripos Part IIA (2018-19), University of Cambridge
- Cambridge Judge Business School Teaching Award, 2019
- Research Impact Fund Committee member, Research Grants Council of Hong Kong, since 2018
- 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
- 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
- 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.
- Editorial Review Board member, *Production and Operations Management*, since 2015
- Program committee member, 2015 Asia-Pacific Association for Consumer Research Conference, Hong Kong
- 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

## ACADEMIC JOURNAL PUBLICATIONS

Rapoport, Amnon, Eyran J. Gisches, Vincent Mak, and Rami Zwick (2024). Dynamic pricing with multiple consumers and alternating offers under retailer competition: Theory and experiment. *Experimental Economics* (Special Issue in Honor of Amnon Rapoport) **27** (4) 945-972.

Mak, Vincent, and Rami Zwick (2024). Fairness and transparency in one-to-many bargaining with complementarity: An experimental study. *Games* (Cover Story in Special Issue on Fairness in Non-cooperative Strategic Interactions) **15** (4) 22.

KC, Raghavendra P., Vincent Mak, and Elie Ofek (2023). Before or after? The effects of payment decision timing in pay-what-you-want contexts. *Journal of Marketing* **87** (4) 618-635.

KC, Raghavendra P., Dominique Olié Lauga, and Vincent Mak (2023). Hold-up induced by demand for fairness: Theory and experimental evidence. *Theory and Decision* **94** 721-750.

Huber et al. (2023, large-scale collaboration). Competition and moral behavior: A meta-analysis of forty-five crowd-sourced experimental designs. *Proceedings of the National Academy of Sciences, USA* **120** (23) e2215572120.

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

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.

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** (9) 4349-4364.

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 Oraiopoulos, and Vincent Mak (2015). Resource allocation decisions under imperfect evaluation and organizational dynamics. *Management Science* **61** (9) 2139-2159.

- Third Prize, Best-Paper-Award "Innovation Management" 2015, Strascheg 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.

## **SELECTED WORK IN PROGRESS**

- Chen, Siyun, and Vincent Mak (2025). Can waste-based art increase recycling behavior?
- Ebert, Charles, Vincent Mak, Nick Milner, and Paul Tracey (2025). Framing moderates the impact of prosocial motivation on risky decisions for others.

Piyasinchai, Nareuporn Bell, Vincent Mak, and Arian Trieb (2025). Effects of business and DEI goal communications on gig workers' motivation: Field experimental evidence.

Wang, Francisco, Vincent Mak, and Anthony Dukes (2025). Post-purchase effects of green consumption on information demand and response to greenwashing evidence.

### **BOOK CHAPTERS, CASE STUDY, AND OTHER RESEARCH/PRACTICE PUBLICATIONS**

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.

Chan, Wai Cheong (Stephen), Vincent Mak, and David Molian (2024). Leading the flock: Scaling up Merino Brothers, Hong Kong. Case study, Cambridge Judge Business School, University of Cambridge.

Fišar, Miloš, Ben Greiner, Christoph Huber, Elena Katok, Ali Ozkes, and the Management Science Reproducibility Collaboration (2024). Reproducibility in Management Science. *Management Science* **70** (3) 1343-1356 (consortium participation).

Takasaki, Yohsuke, Vincent Mak, and Ichiro Kawachi (2024). Digital health and therapeutics (DH/DTx) for behavior change: An introduction for policy makers. Written evidence for Food, Diet, and Obesity Committee, UK Parliament.

### **OTHER ACADEMIC ACTIVITIES**

- Invited participant, Fifth Invitational Pricing Symposium, University of Munich (LMU Munich), September 12-13, 2024, Munich, Germany
- Invited participant, Fourth Invitational Pricing Symposium, London Business School, November 10-11, 2023, London, UK
- External Examiner (since 2022), MSc in Marketing Programme, HKU Business School, University of Hong Kong
- Invited participant, London Academic Marketing Conference, September 14, 2022
- 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
- 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
- Invited participant, 10<sup>th</sup> 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
- Discussant, Darden and Cambridge Judge Entrepreneurship and Innovation Research Conference, June 19-20, 2014, Cambridge, UK
- Reviewing experience:
  - *California Management Review*
  - *Econometrica*
  - *Economics Letters*
  - *Experimental Economics*
  - *Games*
  - *Games and Economic Behavior*
  - *Information Systems Research*
  - *International Journal of Research in Marketing*
  - *Journal of Business Research*
  - *Journal of Consumer Research*
  - *Journal of Environmental Economics and Management*
  - *Journal of Experimental Psychology: Learning, Memory, and Cognition*
  - *Journal of Mathematical Psychology*
  - *Journal of the Association for Consumer Research*
  - *Management Science*
  - *Marketing Letters*
  - *Marketing Science*
  - *Manufacturing and Service Operations Management*
  - *MIT Sloan Management Review*
  - *Omega*
  - *Operations Research*
  - *Organizational Behavior and Human Decision Processes*
  - *PLOS ONE*
  - *Production and Operations Management*
  - *Psychology & Marketing*
  - *Public Choice*
  - *Science*
  - *SSM – Qualitative Research in Health*
  - *Systems*
  - *Transportmetrica A, B*
  - *Transportation Research Parts B, C*
  - *Asia-Pacific Association for Consumer Research (ACR) Conference*
  - *Association for Consumer Research (ACR) North American Conference*
  - *Decision Sciences Institute Annual Meeting*
  - *Economic Journal Conference Volume*
  - *European Association for Consumer Research (EACR) Conference*
  - *European Marketing Academy (EMAC) Annual and Regional Conferences*
  - *Society for Consumer Psychology (SCP) Annual Conference*



- *Strategic Management Society (SMS) Annual Conference*
- *Swiss National Science Foundation*
- *United States-Israel Binational Science Foundation*
- *De Gruyter* (book proposal reviewing)
- Member, American Economic Association
- Member, American Marketing Association
- Member, Association for Consumer Research
- Member, Association for Psychological Science
- Member, Econometric Society
- Member, INFORMS
- Member, INFORMS Society for Marketing Science
- Member, Society for Judgment and Decision Making

### **EXTERNAL RESEARCH GRANTS**

- Co-PI (PI: Jiaojie Han, Co-PIs: Feng Gu et al.), “Incentive and Governance in Multi-Partner Project Team Cooperation Based on Flexible Contract,” National Natural Science Foundation of China, project grant number: 72271246, RMB¥450,000, duration: 2023-2026.
- 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**

- Hong Kong University of Science and Technology (2025, scheduled)
- University of Hong Kong (2025, scheduled)
- University College London (2024)
- Imperial College London (2024)
- London School of Economics and Political Science (2024)
- Chinese University of Hong Kong (2023)
- South China Normal University (2023)
- Department of Psychology, University of Cambridge (2020)

- Warwick University (2020)
- University of Macau (2019, 2023)
- 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)

Piyasinchai, Nareuporn Bell, Vincent Mak, and Arian Trieb (2025). Effects of business and DEI goal communications on gig workers' motivation: Field experimental evidence. Academy of Management (AOM) Annual Meeting, Copenhagen, Denmark, July 25-29 (competitive paper, scheduled).

Wang, Francisco, Vincent Mak, and Anthony Dukes (2025). *Post-Purchase Effects of Green Consumption on Information Demand and Response to Greenwashing Evidence*, Workshop in Management Science, Pucón, Chile, January 3-5 (competitive paper).

Wang, Francisco, Vincent Mak, and Anthony Dukes (2024). *Post-Purchase Effects of Green Consumption on Information Demand and Response to Greenwashing Evidence*, Association for Consumer Research (ACR) Annual Conference, Paris, France, September 26-29 (poster).

Wang, Francisco, Vincent Mak, and Anthony Dukes (2024) (presented by Vincent Mak). *Post-Purchase Effects of Green Consumption on Information Demand and Response to Greenwashing Evidence*, Fifth Invitational Pricing Symposium, University of Munich (LMU Munich), Munich, Germany, September 12-13, 2024 (by invitation).

Chen, Siyun, and Vincent Mak (2024) (presented by Vincent Mak). *Can Waste-Based Art Increase Recycling Behavior?* Third International Behavioural Public Policy Conference (IBPPC), Cambridge Judge Business School, University of Cambridge, Cambridge, United Kingdom, June 23-25 (competitive paper).

Chen, Siyun, and Vincent Mak (2023) (presented by Vincent Mak). *Can Waste-Based Art Incentivize Recycling Behavior?* Fourth Invitational Pricing Symposium, London Business School, London, United Kingdom, November 10-11, 2023 (by invitation).

Piyasinchai, Nareuporn Bell, Vincent Mak, and Arian Trieb (2023). *The Effects of DEI Communications on Employee Motivation: Evidence From a Natural Field*

- Experiment*, Strategic Management Society (SMS) Annual Conference, Toronto, Canada, September 30-October 3 (competitive paper).
- Mak, Vincent, and Rami Zwick (2023) (presented by Rami Zwick). *Fairness and Transparency in One-to-Many Bargaining Behavior*, Western Economic Association International (WEAI) 98<sup>th</sup> Annual Conference, San Diego, US, July 2-6.
- Mak, Vincent, and Rami Zwick (2023). *Fairness and Transparency in One-to-Many Bargaining Behavior*, 2023 INFORMS Marketing Science Conference, Miami, US, June 7-9.
- Mak, Vincent, and Rami Zwick (2022) (presented by Rami Zwick). *Fairness and Transparency in Multiparty Bargaining: An Experimental Study*, North-American Economic Science Association (ESA) Meeting, Santa Barbara, US, November 10-13.
- Mak, Vincent, and Rami Zwick (2022). *Fairness and Transparency in Multiparty Bargaining: An Experimental Study*, Society for the Advancement of Behavioral Economics (SABE) Conference, Lake Tahoe, US, August 8-11.
- Piyasinchai, Nareuporn Bell, and Vincent Mak (2022). *Can Sustainability Cues Make Us Worse People?* Academy of Management (AOM) Annual Meeting, Seattle, US, August 5-9 (competitive paper).
- Mak, Vincent, and Rami Zwick (2022) (presented by Rami Zwick). *Disagreements and Delays in a Multiparty Bargaining Experiment with Inside Options*, Society for Judgment and Decision Making (SJDM) Annual Conference, online, February 10-12 (poster).
- KC, Raghavendra, Vincent Mak, and Elie Ofek (2019). *The Effect of Decision Timing on Reciprocity*, Association for Consumer Research (ACR) 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*, 48<sup>th</sup> 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 (SJDM) 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 (SJDM) 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 Eyran 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 26<sup>th</sup> 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 26<sup>th</sup> 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 24<sup>th</sup> 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 (SJDM) 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 Eyrán 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 Economic Science Association (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*, 4<sup>th</sup> 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*, 4<sup>th</sup> 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 6<sup>th</sup> 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 21<sup>st</sup> 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 (SJDM) Annual Conference, Toronto, Canada, November 11-14 (poster).

## **EXTERNAL ENGAGEMENT AND APPOINTMENTS**

Chair of the Board of Trustees at the Cambridge Museum of Technology (since 2024)

Interviewed by or has research featured in media outlets including:

- BBC Radio 4
- BBC Radio Cambridgeshire
- Cambridge 105 Radio
- *Bangkok Post*
- *Business Because*
- *Cambridge Business*
- *Cambridge Independent*
- *Executive Courses*
- *FindMBA*
- *Poets & Quants*
- *The Conversation*
- *The Daily Telegraph*
- *The Economist*
- *The Financial Times*
- *The Independent*
- *The Times*
- *Yahoo Finance*



Invited talks/outreach seminars/roundtable discussions:

- EdukCircle (2025)
- CJBS alumni events (“International Business Briefings” keynote) tour in Singapore, Indonesia, and Malaysia (2024)
- Wo+Men’s Leadership Conference 2024 at CJBS (“Research in the field” panel discussion)
- CJBS Connects: New York (2024; panel discussion on ESG and sustainability)
- Cambridge MBA Information Session, Hong Kong (2024)
- Stephen Perse Foundation (2024)
- Lui Che Woo College, University of Macau (2023, 2024, 2025 scheduled)
- EFMD Marcom, External & Alumni Relations Conference (2023; plenary session moderator)
- Building Bridges in Medical Science (BBMS) 15<sup>th</sup> Annual Conference (2023)
- GMAC Europe Roundtable (2022)
- Siam Cement Group (SCG) (2022)
- Hong Kong Polytechnic University School of Professional and Executive Education Development Strategic Management Forum (2021; keynote speaker)
- Negotiation Summit at the London School of Economics and Political Science (2019)
- TEDxCambridge University Salon (2018)
- Alumni Festival, University of Cambridge (2018)
- Chulalongkorn Business School (2017, 2019, 2020)
- British Veterinary Association (2015)

Research engagement/consulting/managerial advice for:

- 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-oriented Masters/PhD*

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

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

#### *Executive Education and Others*

- Academic Programme Directorship for:
  - Sikarin Branding for Growth Programme, since 2024
  - Strategic Decision-Making for Leaders, since 2022
  - Global Branding Programme for Chulalongkorn Business School Master in Branding and Marketing, since 2019
  - Mundipharma Buyer Behaviour Workshop, 2017
  - City University of Hong Kong EMBA Global Organizations Benchmarking Field Study, 2017
- Strategic Decision Making and Related Topics (e.g., behavioural insights and nudging)
  - Executive Education session for the Financial Times, 2024
  - Executive Education session for the Cambridge Advanced Leadership Programme (ALP), 2023
  - Executive Education session for the Cambridge General Management Programme (GMP), since 2017
  - Webinar for CJBS Executive Education, 2017
- Coordination in Teams and Team Negotiation Skills (applications of group-related behavioural economics ideas)
  - Executive Education session for HKUST EMBA Cambridge Field Trip Study, 2018
  - Executive Education session for Mundipharma Buyer Behaviour Workshop, 2017
  - Session in the CJBS Ignite Programme (summer entrepreneurship programme), since 2016
- Consumer Attitude-Behaviour Gap in Sustainable Consumption
  - Executive Education sessions for programmes, including:
    - Boston Consulting Group custom programme, 2022-2024
    - Environmental, Social and Governance (ESG) Leadership open programme, 2023
    - Sustainable Marketing Leadership open programme, 2023

#### **PHD SUPERVISION**

- Soledad Monsalve Fonseca (external Co-Supervisor, from 2024; Erasmus University Rotterdam)
- Chung Ting (Francisco) Wang (Principal Supervisor, from 2023)
- Raghavendra KC (Supervisor, 2014-2018; Principal Supervisor, 2015-2018) (placement: Rollins College, US)
- Sytske Wijnsma (Second Supervisor, 2016-2018) (placement: Haas School of Business, University of California, Berkeley)
- Jarrod Vassallo (Second Supervisor, 2013-2016) (placement: University of Sydney Business School)
- Jake A. (formerly Suppakorn) Pattaratanakun (Principal Supervisor, 2011-2015; placement: Chulalongkorn Business School, Chulalongkorn University, Thailand)

## **MPHIL RESEARCH SUPERVISION**

- Zihan Peng (2023-24)
- Kathryn Van Haaren (2023-24)
- Chung Ting (Francisco) Wang (2022-2023)
- Arian Trieb (2021-2022)
- 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](http://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 (2009-2024; writing in Chinese)
- Columnist, *Voice & Verse Poetry Magazine* (《聲韻詩刊》) (2012-2022; 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:
  - Six 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; two novels 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).