



Behavioral Modeling and Business Decision Making Track

This track focuses on an interesting and relatively new quantitative marketing field - Behavioral Modeling in Marketing (BMiM) and Business Decision Making. BMiM is to incorporate certain well documented behavioral constructs or behavioral factors into traditional quantitative marketing models to relax certain assumptions that are used in traditional economics models. Examples of behavioral constructs that have been or are being studied in the literature include reference dependency, loss aversion, risk aversion, hyperbolic discounting, cognitive hierarchy, trust, fairness, and social preferences, etc. The purpose of BMiM session is to use the enriched behavioral models to both help explain some empirical regularities that are observed in lab experiments, field experiments, and business practices, and foster better business decision makings.

Track Chair: Haitao Cui

Associate Professor of Marketing
Carlson School of Management
University of Minnesota

Haitao Cui is an Associate Professor of Marketing at the Carlson School of Management, University of Minnesota. He received dual B.Eng. degrees and an IMBA from Tsinghua University. He also received

an M.A. in Operations and Information Management and a Ph.D. in Managerial Science & Applied Economics both from the Wharton School, University of Pennsylvania.

His research interest lies in Behavioral Modeling in Marketing/Business, Behavioral and Experimental Economics, Competitive Strategies, Distribution Channels, Pricing, and Marketing-Operations Interfaces. In recent years, Dr. Cui has been devoted to applying behavioral and experimental economics to business decision making. Dr. Cui is among the few pioneers in this emerging academic area and is still contributing greatly to the further development of this emerging academic field.

His research has been published on top tier business journals including Management Science, Marketing Science and Marketing Letters. Dr. Cui has been named the Marketing Science Institute Young Scholars in 2011 (awarded once every two years to scholars mostly likely to be "potential leaders of the next generation of Marketing academics"), 3M Non-Tenure Faculty Award from 2007 to 2010, Marketing Science Service Awards in 2013 and 2014, Management Science Meritorious or Distinguished Service Awards from 2009 until 2015, and was selected as an AMA-Sheth Doctoral Consortium Fellow in 2004. Dr. Cui also serves as Senior Editor at Production and Operations Management, Guest Associate Editor at Management Science, and serves on the editorial board of Marketing Science and Journal of Marketing Science.

He has been invited to give keynote speeches and academic talks in schools such as Carnegie-Mellon University, Duke University, HKUST, Indiana University, National Taiwan University, Peking University, Tsinghua University, University of Toronto, and Wharton, etc.