

CURRICULUM VITAE

Wah Sung Vincent Mak (麥華嵩)

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PROFESSIONAL EXPERIENCE

- University Lecturer (Assistant Professor) in Marketing and Decision Sciences, Cambridge Judge Business School, University of Cambridge (since 2014; 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

RESEARCH INTERESTS

- Pricing
- Consumer search behaviour

- Decisions in networks and queues
- Competitive strategies
- Game theory and experimental economics

ACADEMIC JOURNAL PUBLICATIONS

Pattaratanakun, Jake A., and Vincent Mak (2015). Culture moderates biases in search decisions. Forthcoming in *Psychological Science*.

Schlapp, Jochen, Nektarios Oraopoulos, and Vincent Mak (2014). Resource allocation decisions under imperfect evaluation and organizational dynamics. Forthcoming in *Management Science*.

Mak, Vincent, Eyran J. Gisches, and Amnon Rapoport (2014). Route vs. segment: An experiment on real-time travel information in congestible networks. Forthcoming in *Production and Operations Management*.

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.

BOOK CHAPTER

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.

WORKING PAPERS

Liu, Caiyun, Vincent Mak, and Amnon Rapoport (2014). Cost-sharing in directed networks: Experimental study of equilibrium choice and system dynamics.

WORK IN PROGRESS

(with Amnon Rapoport and Darryl A. Seale) Voting rules in sequential search by groups: Theory and experiment.

OTHER ACADEMIC ACTIVITIES

- Ad hoc reviewer for *Science*, *Marketing Science*, *Management Science*, *Games and Economic Behavior*, *Organizational Behavior and Human Decision Processes*, *Manufacturing and Service Operations Management*, *Production and Operations Management*, *Omega*, *Public Choice*, *Journal of Business Research*, *United States-Israel Binational Science Foundation*, *Association for Consumer Research North American Conference*, *Asia-Pacific Association for Consumer Research Conference*, *Economic Journal Conference Volume*, and *Decision Sciences Institute Annual Meeting*

EXTERNAL GRANTS

- Co-PI (PI: Darryl A. Seale, Co-PI: Amnon Rapoport), “Cost-sharing in Transportation Networks,” 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.

HONOURS AND AWARDS

- Program committee member, 2015 Asia-Pacific Association for Consumer Research Conference
- 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

INVITED SEMINARS

- School of Business Administration, University of California, Riverside (2013)
- Judge Business School, University of Cambridge (2009)
- London Business School (2008)
- Jesse H. Jones Graduate School of Business, Rice University (2008)

CONFERENCE PRESENTATIONS

(Unless otherwise stated, the first author presented the 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 (scheduled; 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 26th Annual Conference, Washington D.C., US, May 8-11 (scheduled; by invitation).

Mak, Vincent, Amnon Rapoport, and Eyran J. Gisches (2015). *Dynamic Pricing of Scarce Products: An Experimental Study of Seller-buyer Interactions*, POMS 26th Annual Conference, Washington D.C., US, May 8-11 (scheduled; 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 24th 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 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 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*, 4th 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*, 4th 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 6th Summer Institute in Competitive Strategy, Haas School of Business, University of California, Berkeley, US, July 14-18.

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 21st 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 2005 Annual Conference, Toronto, Canada, November 11-14 (poster).

PHD SUPERVISION

- Jake A. (formerly Suppakorn) Pattaratanakun (First Supervisor, 2011-2015)
- Jonathan (Joe) Gladstone (Second Supervisor since 2012)
- Jarrod Vassallo (Second Supervisor since 2013)
- Raghabendra KC (Supervisor since 2014)

RESEARCH MPHIL SUPERVISION

- Jee Hyun Caleb Park (2012-2013)
- Xiayi (Rainie) Fan (2011-2012)
- Jonathan (Joe) Gladstone (2011-2012)
- Suppakorn Pattaratanakun (2010-2011)

TEACHING

- Marketing (undergraduate elective and MPhil in Management core)
- Quantitative Marketing Models (MPhil in Management Science and Operations and first-year marketing PhD, core)

SERVICE TO DEPARTMENT / COLLEGE APPOINTMENT

- Coordinate restructuring of research MPhil and PhD training for the Marketing Group at Cambridge Judge Business School, 2015
- Faculty coordinator of external research seminars, Marketing Group, Cambridge Judge Business School, 2011-2014
- Director of Studies in Management, Wolfson College, University of Cambridge, since 2010

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), School of Business, University of Hong Kong (2001-2004)
 - Written and published 23 business cases
- Classical music columnist, *Hi-Fi Review* magazine (since 2009)
- Freelance classical music reviewer / feature writer (1999-2009) for:
 - *Hong Kong Economic Journal*
 - *Hong Kong Economic Times*
 - *South China Morning Post*
 - *Ta Kung Pao* newspaper
 - Radio Television Hong Kong, and others
- Columnist, *Ta Kung Pao* newspaper (2000-2007)
- Writer/Editor, Panda-Recruit Group (2000-2001)
- Freelance features writer and translator (1999- 2000)
- Reporter (Features Section), *The Hongkong Standard* (1997-1999)

SELECTED OTHER PUBLICATIONS

- 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.
- Eight literary works in Chinese including novels, collection of short stories, and collections of essays (all published by Infolink Publishing Limited except one collection of essays by Su Yeh Publications)