

## CURRICULUM VITAE

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### EDUCATION

Princeton University, Ph.D., Economics, 2004

Princeton University, M.A., Economics, 2001

University of Maryland, B.A., Economics (High Honors), *summa cum laude*, 1999

University of Maryland, B.S., Computer Science, *summa cum laude*, 1999

### PROFESSIONAL AND ACADEMIC EXPERIENCE

Associate Professor with tenure, Department of Management at University of Toronto Mississauga with cross-appointments to the Department of Economics, the Institute for Management & Innovation, and Rotman School of Management, University of Toronto, July 2014 – Present

Assistant Professor, July 2009 – June 2014

Full Graduate Member of Graduate Department of Management, University of Toronto, July 2014 – Present

Associate Member, July 2009 – June 2014

Director, Master of Management of Innovation Program, July 2017 – Present

Associate Director, July 2015 – June 2016

Acting Director, July 2014 – June 2015

Chief Scientist, Behavioral Economics in Action @ Rotman, July 2017 – Present

Fellow, July 2014 – June 2017

Assistant Professor, Department of Economics, School of Business and Management, Hong Kong University of Science & Technology (HKUST), August 2004 – June 2010 (Granted tenure and promotion to Associate Professor in April 2010)

Analyst, PriceWaterhouse Coopers, LLP., June 1999 – August 1999

### EDITORIAL EXPERIENCE

Associate Editor, *Management Science*, January 2018 – Present

### RESEARCH AND PUBLICATIONS

#### Journal Articles:

1. "...Plus Shipping and Handling: Revenue (Non)-Equivalence in Field Experiments on eBay," with John Morgan, *Advances in Economic Analysis & Policy*, 2006, Vol. 6:2:3

2. "Learning by Bidding," *RAND Journal of Economics*, Summer 2008, 39 (2), 509-529
3. "The Quest for QWERTY," with John Morgan, *American Economic Review (Papers and Proceedings Issue)*, May 2009, 99 (2), 435-440, to be reprinted in *Path Dependence and Lock In*, edited by Stan J. Liebowitz and Stephen E. Margolis, Edward Elgar Publishing Limited, Cheltenham, UK
4. "Sniping and Squatting in Auction Markets," with Jeffrey C. Ely, *American Economic Journal: Microeconomics*, August 2009, 1 (2), 68-94
5. "Shrouded Attributes and Information Suppression: Evidence from the Field," with Jennifer Brown and John Morgan, *Quarterly Journal of Economics*, May 2010, 125 (2), 859-876
6. "Competing Matchmakers: An Experimental Analysis," with Dylan Minor and John Morgan, *Management Science*, November 2011, 57 (11), 1913-1925, to be reprinted in *Path Dependence and Lock In*, edited by Stan J. Liebowitz and Stephen E. Margolis, Edward Elgar Publishing Limited, Cheltenham, UK
7. "Behavioral Models of Managerial Decision-Making," with Avi Goldfarb, Teck-Hua Ho, Wilfred Amaldoss, Alexander Brown, Yan Chen, Tony H. Cui, Alberto Galasso, Ming Hsu, Noah Lim, Mo Xiao, and Botao Yang, *Marketing Letters*, June 2012, 23(2), 405-421
8. "The Behavioralist Visits the Factory: Increasing Productivity Using Simple Framing Manipulations," with John A. List, *Management Science*, December 2012, 58 (12), 2151-2167 (lead article), finalist for the "2013 Exeter Prize for Research in Experimental Economics, Decision Theory, and Behavioral Economics"
9. "When Do Markets Tip? A Cognitive Hierarchy Approach," with John Morgan, *Marketing Science*, May/June 2013, 32 (3), 431-453
10. "The Binarized Scoring Rule," with Ryo Okui, *Review of Economic Studies*, July 2013, 80 (3), 984-1001
11. "Crowding Out in the Labor Market: A Pro-Social Setting is Necessary," with King King Li, *Management Science*, May 2014, 60 (5), 1148-1160
12. "Framing Manipulations in Contests: A Natural Field Experiment," with Fuhai Hong and John A. List, *Journal of Economic Behavior and Organization*, October 2015, 118, 372-382
13. "Testing the Theory of Multitasking: Evidence from a Natural Field Experiment in Chinese Factories," with Fuhai Hong, John A. List, and Migiwa Tanaka, *International Economic Review*, May 2018, 59 (2), 511-536

14. “Bargaining with Learning,” *Journal of Mathematical Economics*, May 2019, 82, 90-97
15. “Measuring Rank-based Utility in Contests: The Effect of Disclosure Schemes,” 2019, with Mengze Shi and Robert Waiser, forthcoming, *Journal of Marketing Research*
16. “Fairness Considerations in Joint Venture Formation,” 2019, with Elizabeth Lyons and Aloysius Siow, forthcoming, *Experimental Economics*

#### **Working Papers:**

1. “Auctioneers as Market Makers: Managing Momentum in Chittagong Tea Auctions,” 2017, with Fahad Khalil and Matthew Shum (a synopsis published on the *Blue Sky Blog* by the Columbia Law School)
2. “Belief Formation Under Signal Correlation,” 2019, with Ryo Okui
3. “Entry in Talent-based Contests,” 2019, with John Morgan

#### **Work in Progress:**

1. “Learning in a Dynamic Context: An Experimental Study,” with Andrew Ching, Shervin Shahrokhi-Tehrani, and Clarice Zhao
2. “Happiness and Productivity,” with Fuhai Hong
3. “Location Choice Under Surge Pricing,” Upender Subramanian
4. “Missed Opportunities: A Model of Observation and Action Lags in Timing Games,” with John Morgan
5. “Brand Effects Under Opaque Pricing,” Cairo Liu and Sridhar Moorthy

#### **RESEARCH GRANTS**

##### **Social Science and Humanities Research Council of Canada (SSHRC):**

- PI*, Insight Grant, “Entry and Location Choice Games: Theoretical and Experimental Explorations,” 2017–21 (\$121,375)
- PI*, Institutional Grant, “Experimental Exploration of Organizational Structure,” 2015–16 (\$5,000)
- Collaborator*, Insight Grant, “Consumer Search Costs and Marketing Strategy,” 2013-2017 (*PI*, Sridhar Moorthy, \$62,542)
- Co-I*, Aid to Research Workshop and Conference Grant, “Frontiers in the Economics of Organizations and Markets: Theory, Applications and Methods,” 2012-2013 (along with Alberto Galasso and Nicola Lacetera, \$12,850)

*PI*, Standard Research Grant, “Incentive Effects in the Real World: A Field Experiment Approach,” 2010–15 (\$90,000)

#### **Other Granting Agencies:**

*PI*, UTM Bridge Fund, “Incentive Effects in the Real World: A Field Experiment Approach,” 2016–17 (\$7,000)

*Co-I*, UTM Outreach, Conference and Colloquia Fund, “Frontiers in the Economics of Organizations and Markets: Theory, Applications and Methods,” 2014, 2016, and 2018 (\$1,500 each)

*PI*, Hong Kong Research Grant Council, General Research Fund Grant, “Estimating Competition Effect Using Private Information: Evidence from Tea Auctions,” 2008–10 (approx. \$ 93,227)

*PI*, Hong Kong University of Science and Technology, Research Project Competition, “Private Signals, Information Processing and the No Trade Theorem,” 2007–09 (approx. \$14,064)

*PI*, Hong Kong Research Grant Council, Competitive Earmarked Research Grant, “Sniping and Squatting in Online Auctions,” 2006–08 (approx. \$45,785)

#### **AWARDS AND FELLOWSHIPS**

Finalist, 2013 Exeter Prize for Research in Experimental Economics, Decision Theory, and Behavioral Economics

Certificate of Outstanding Contribution in Reviewing, *Games and Economic Behavior*, 2017

Meritorious Service Award for Reviewers, *Management Science*, 2011-13, 2015-16

Excellence in Refereeing Award, *American Economic Review*, 2008

Fellowship of Woodrow Wilson Scholars, Graduate Fellow, 2002–04

Phi Beta Kappa, Elected Member, May 1999

#### **TEACHING EXPERIENCE**

##### **Courses Taught at the University of Toronto:**

*Experimental Economics*, RSM 3090/3091 (PhD Program in Marketing), Rotman School of Management, University of Toronto, Winter 2014 and 2016, Fall 2017 and 2018

*Introduction to Big Data Analysis*, MMI 1020 (Master of Management of Innovation), University of Toronto Mississauga, Fall 2010 to 2015, Fall 2017 and 2018

*Principles of Marketing*, MGT/MGM 252 (Undergraduate Commerce Program), University of Toronto Mississauga, Fall 2009, 2010, and 2012 to 2015

*Prices and Markets*, MMI 1010 (Master of Management of Innovation), University of Toronto Mississauga, Fall 2019

*Advanced Marketing Management: Marketing with Behavioural Insights* (Undergraduate Commerce Program), University of Toronto Mississauga, Fall 2019

**Teaching Awards:**

*HKUST Business School Recognition of Excellent Teaching, Spring 2009*

**PhD Thesis Committee Member:**

Avery Haviv, University of Toronto, Ph.D. in Marketing, 2014 (non-supervisory committee member)

Robert Brian Waiser, University of Toronto, Ph.D. in Marketing, 2016 (dissertation committee member)

Lisa Marie Stockley, University of Toronto, Ph.D. in Economics, 2017 (dissertation committee member)

Jinghui Qian, University of Toronto, Ph.D. in Marketing, 2017 (dissertation committee member)

Shervin Shahrokhi Tehrani, University of Toronto, Ph.D. in Marketing, 2018 (dissertation committee member)

Xinlong Li, University of Toronto, Ph.D. in Marketing, 2019 (non-supervisory committee member)

Moein Javadian, University of Toronto, Ph.D. in Marketing, ongoing (dissertation committee member)

Patrick Rooney, University of Toronto, Ph.D. in Strategy, ongoing (dissertation committee member)

**SERVICE****Internal Service:**

Member, The Social Sciences, Humanities and Education Ethics Review Board, University of Toronto, August 2018 – Present

Member, President's International Council for the Indian Subcontinent, University of Toronto, January 2018 – Present

Member, a number of tenure, internal review, promotion, and reappointment committees, 2014 – Present

Member of many recruitment committees at UTM and the Rotman School of Management, 2009 – Present

Member, Search Committee for the Director of the Institute for Management & Innovation – UTM, 2016

Member, Search Committee for the Chair of Department of Management – UTM, 2016

Member, Search Committee for the Chair of Graduate Department of Management, 2014 and 2015

Member, Ph.D. Committee, Marketing Area, Rotman School of Management, 2013-2016

Member, IMI Curriculum Committee, 2017 – Present  
Member, Department of Management – UTM Undergraduate Curriculum Committee,  
2018- Present  
Co-Organizer, (Biennial) Frontiers in the Economics of Markets and Organization:  
Methods, Theories, and Applications, 2012 – 2018  
Member, Admission Committee for the Masters of Management in Innovation Program,  
University of Toronto Mississauga, 2009 – Present  
Member, Ethics Review Panel, University of Toronto Mississauga, 2009 – 2011

**External Service:**

Member, Academic Organizing Committee, BDRM Conference, 2016  
Judge, Citigroup International Case Competition, 2006 and 2007  
Member, Program Committee, 2006 South Asia Meeting of the Econometric Society

**Recent and Forthcoming Conference and Seminar Presentations:**

2019: BIOMS, Marketing Science Conference, Bayesian Crowds Conference, Shenzhen University, 1<sup>st</sup> Guangdong-Hong Kong-Macao Area Research Forum on Business (keynote address), ESA 2019 World Meeting, University of Technology Sydney, University of New South Wales, University of Melbourne, Monash University  
2018: Ammersee Workshop, CEA Annual Conference, China Greater Bay Area Experimental Economics Workshop, IIOC, Nanyang Technological University, Stanford Institute for Theoretical Economics Summer Workshop, University of Texas Dallas, Department of Finance of the Government of Canada  
2017: AEDSB ASSA Sessions, New York University–Shanghai, Marketing Science Conference, North South University Special Lecture, Marketing Dynamics Conference, Ryerson University  
2016: Yale Law School, 10<sup>th</sup> Invitational Choice Symposium, Ammersee Workshop, Goethe University Frankfurt, EARIE conference, University of Tennessee

**Ad Hoc Reviewer For (Selection):**

American Economic Review, American Economic Journal: Applied, American Economic Journal: Microeconomics, American Economic Journal: Policy, Econometrica, Economic Journal, Experimental Economics, European Economic Review, Games and Economic Behavior, Harvard Business School Press, Hong Kong Research Grant Council, International Economic Review, Journal of Consumer Psychology, Journal of Economic Behavior and Organization, Journal of Economics and Management Strategy, Journal of Economic Theory, Journal of the European Economic Association, Journal of Labor Economics, Journal of Law and Economics, Journal of Marketing Research, Journal of Political Economy, Journal of Public Economics, Management Science, Marketing Science, National Science Foundation, Production and Operations Management, Quantitative Marketing and Economics, Quarterly Journal of Economics, RAND Journal

of Economics, Review of Economic Studies, Scandinavian Journal of Economics,  
Theoretical Economics.

## SELECETED MEDIA MENTIONS

*Benefits Canada*, “Head to head: In workplace wellness programs, is it better to use the carrot or the stick?,” <https://www.benefitscanada.com/news/head-to-head-in-workplace-wellness-programs-is-it-better-to-use-the-carrot-or-the-stick-135319>, September 2019

*Global News at Noon*, Interview with Farah Nasser on companies capitalizing on Toronto Raptors’ success, May 31, 2019

*Chicago Tribune*, “Playing Hide-and-Seek with Sales Tax,” Melissa Harris, September 12, 2015

*Financial Times*, “An Upfront Bonus Pays over the Long Term,” Adam Grant, August 5, 2013

*The Economist*, “Carrots dressed as sticks,” January 16, 2010

*Christian Science Monitor*, “Why we do what we do on eBay,” Chris Gaylord, July 16, 2007 (reprinted in *USA Today* as “Economists puzzled by irrational eBay buyers” on July 17, 2007)

*Boston Globe*, “eBay-nomics,” Christopher Shea, June 10, 2007

*US News & World Report*, review of “...*Plus Shipping and Handling: Revenue (Non)-Equivalence in Field Experiments on eBay*” in *Money and Business*, May 9, 2006

*California Magazine*, “eBuyers beware,” by Kathy Newman, May/June 2006

*Contra-Costa Times*, “Professors unlock key to eBay sales,” George Avalos, March 2006