

Curriculum Vitae
(Last updated: November 10, 2009)

Andrew Ching

Joseph L. Rotman School of Management
University of Toronto
105 St. George Street
Toronto, ON, Canada M5S 3E6

(416) 946-0728 (Phone)
(416) 978-5433 (Fax)
andrew.ching@rotman.utoronto.ca (Email)
<http://www.rotman.utoronto.ca/andrew.ching>

Citizenship

Canada, USA, Hong Kong - China

Major Fields of Concentration

Quantitative Marketing, Industrial Organization, Applied Econometrics, Marketing and Economics of Pharmaceutical and Healthcare Industry

Education

<u>Degree</u>	<u>Field</u>	<u>Institution</u>	<u>Date(mm/yy)</u>
Ph.D.	Economics	University of Minnesota	09/00
M.A.	Economics	University of Minnesota	10/99
M.A.	Economics	University of British Columbia	11/94
B.Econ.	Economics	Australian National University	04/93

Employment

07/04 – Present	Assistant Professor of Marketing, Rotman School of Management, University of Toronto, Canada
06/13/05-06/18/05	Visiting Scholar, Federal Reserve Bank of Kansas City
09/03 – 07/04	Visiting Assistant Professor of Economics, Department of Economics, University of Wisconsin - Madison, USA
07/02 – 06/03	Visiting Assistant Professor of Economics, Department of Economics, UCLA, Los Angeles, USA
09/00 – 09/03	Assistant Professor of Economics, Department of Economics, Ohio State University, USA

Publications:

“Bayesian Estimation of Dynamic Discrete Choice Models,” (with Susumu Imai and Neelam Jain) *Econometrica*, vol. 77(6), pp.1865-1899, 2009.

“Supplement to Bayesian Estimation of Dynamic Discrete Choice Models,” 65 pages, *Econometrica*’s website: <http://www.econometricsociety.org/suppmatlist.asp>.

(It contains proofs of theorems and results of Monte Carlo experiments.)

“A Dynamic Oligopoly Structural Model for the Prescription Drug Market After Patent Expiration,” forthcoming in *International Economic Review*.

“The Price Consideration Model of Brand Choice,” (with Tülin Erdem, Michael Keane), *Journal of Applied Econometrics*, vol. 24, no. 3, pp. 393-420, 2009 (a special issue on *New Econometric Models in Marketing* edited by P. Chintagunta, P.H. Franses and R. Paap).

“Challenges to Evidence-Based Prescribing in Clinical Practice,” (with Muhammad Mamdani, Brian Golden, Magda Melo and Ulrich Menzefricke) *The Annals of Pharmacotherapy*, vol.42(5), pp.704-707, 2008.

“Recent Advances in Structural Econometric Modeling: Dynamic, Product Positioning, and Entry,” (with J.-P. Dube, K. Sudhir, G. Crawford, M. Draganska, J. Fox, W. Hartmann, G. Hitsch, B. Viard, M. Villas-Boas, and N. Vilcassim), *Marketing Letters*, vol. 16(3), pp.209-224, December, 2005.

“Understanding Firm, Physician and Consumer Choice Behavior in the Health Care Industry,” (with P. Manchanda, D. Wittink, P. Cleanthous, M. Ding, X.J. Dong, P. Leeflang, S. Misra, N. Mizik, S. Narayanan, T. Steenburgh, J.E. Wieringa, M. Wosinska, Y. Xie), *Marketing Letters*, vol. 16(3), pp.293-308, December, 2005.

“A Dynamic Oligopoly Structural Model for the Prescription Drug Market After Patent Expiration,” in *Proceedings of the 2002 North American Summer Meetings of Econometric Society: Empirical Industrial Organization*, edited by David Levine, William Zame and Steve Berry, <http://www.dklevine.com/proceedings/empirical-industrial-organization.htm>.

“Bayesian Estimation of Dynamic Discrete Choice Models,” (with Susumu Imai and Neelam Jain) in *Proceedings of the 2002 North American Summer Meetings of Econometric Society: Applied Econometrics*, edited by David Levine, William Zame, Werner Ploberger, John Rust and Ken Wolpin, <http://www.dklevine.com/proceedings/applied-econometrics.htm>.

Papers under review:

“The Effects of Detailing on Prescribing Decisions under Quality Uncertainty,” (with Masakazu Ishihara) conditionally accepted at *Quantitative Marketing and Economics*.

“Consumer Learning and Heterogeneity: Dynamics of Demand for Prescription Drugs After Patent Expiration,” under 2nd round review at *International Journal of Industrial Organization* (solicited by the editor).

“Payment Card Rewards Programs and Consumer Payment Choice,” (with Fumiko Hayashi), under 2nd round review at *Journal of Banking and Finance*.

“Measuring the Informative and Persuasive Roles of Detailing on Prescribing Decisions,” (with Masakazu Ishihara) preparing a revision for resubmission to *Management Science*.

“A Practitioner’s Guide to Bayesian Estimation of Discrete Choice Dynamic Programming Models,” (with Susumu Imai, Masakazu Ishihara and Neelam Jain) preparing a revision for resubmission to *Quantitative Marketing and Economics* (solicited by the editor).

Working papers:

“Dynamics of Consumer Adoption of New Technology: The Case of ATM Cards,” (with Botao Yang).

“Quantifying the Impacts of Limited Supply: The Case of Nursing Homes,” (with Fumiko Hayashi).

“Some Observations in the U.S. Prescription Drug Market After Patent Expiration.”

Work in progress:

“How Much Do Consumers Know About the Quality of Products? Evidence from the Diaper Market,” (with Tülin Erdem and Michael Keane).

“A Dynamic Model of Consumer Learning and Forgetting,” (with Susumu Imai, Masakazu Ishihara and Neelam Jain).

“When Does Publicity Matter? The Case of Anti-cholesterol Drugs” (with Robert Clark, Ignatius Horstmann and Hyunwoo Lim).

“The Role of Campaign War Chest in Congressional careers,” (with Michael Keane and Antonio Merlo).

Honors and Awards

- | | |
|-----------|---|
| 2009 | AIC Institute of Corporate Citizenship Research Grant in the amount of \$11,000.
“Excess Demand and Corporate Citizenship: The Case of Nursing Homes” |
| 2007-2010 | SSHRC Research Grant in the amount of \$91,000, Principal Investigator.
“Structural Modeling of Marketing Mix in the Motion Picture Industry”
(Co-investigators: Sridhar Moorthy and Susumu Imai) |
| 2006-2008 | Connaught New Staff Matching Grants in the amount of \$45,000, University of Toronto
“The Effects of Detailing on Prescribing Decisions under Quality Uncertainty” |
| 2004-2005 | Connaught Start-up Grants in the amount of \$20,000, University of Toronto
“The Price Consideration Model of Brand Choice” |
| 2003 | Young Economist Award, European Economic Association |
| 2001-2002 | Seed Grant Award in the amount of \$19,071, The Ohio State University. |
| 1998-2000 | Heller Fellowship, University of Minnesota. |
| 1994-1995 | Graduate School Fellowship, University of Minnesota. |
| 1993-1994 | Tina Moris Fellowship, University of British Columbia, Canada. |
| 1991-1992 | Summer Vacation Scholarship, Australian National University, Australia. |

Conferences and Invited Presentations

2000

Seminars

Yale University, University of Pennsylvania, University of Michigan, UC-San Diego, Duke University, University of Toronto, University of Arizona, Ohio State University, Rutgers University, Georgetown University, ITAM, Hong Kong University of Science and Technology, Chinese University of Hong Kong

Conferences

The 8th World Congress of the Econometric Society, August 2000
Conference on the Econometrics of Strategy and Decision Making, Cowles Foundation, Yale University, May 2000

2001

University of Illinois Urbana – Champaign, Economics Department
Penn State University, Economics Department
Conference on Numerically Intensive Economic Policy Analysis, Queen's University, May 2001
Society of Economic Dynamics Meeting, Stockholm, June 2001
The Bayesian Applications and Methods in Marketing Conference, OSU, November 2001
Mid-West Econometrics Group Meeting, Kansas City, October 2001

2002

University of Minnesota, Economics Department
Conference on Estimation of Dynamic Demand Model, Cowles Foundation at Yale U., November 2002
Mid-West Econometrics Group Meeting, Ohio State University, October 2002
Society of Economic Dynamics Meeting, NYU, June 2002

2003

University of Minnesota, Carlson School of Management, Marketing
University of Toronto, Rotman School of Management, Marketing
UCLA, Economics Department
University of Western Ontario, Economics Department
Society of Economic Dynamics Meeting, Paris, June 2003
International Industrial Organization Conference, Boston, April, 2003

2004

Competition Bureau Canada
19th Annual Congress of the European Economic Association, August 2004
59th European Meeting of the Econometric Society, August 2004
The 6th CU-Boulder Invitational Choice Symposium, June 2004

2005

University of Hong Kong, School of Economics and Finance
3rd Summer Institute of Competitive Strategy, June 2005
Marketing Science Conference, Emory University, June 2005
BCRST Conference, Syracuse University, May 2005

2006

University of Michigan, Economics Department
Marketing Dynamics Conference, UCLA, August 2006
Quantitative Marketing and Economics Conference, Stanford GSB, October 2006
Marketing Science Conference, Pittsburgh, June 2006

2007

Conference on the Economics of Payment Systems, Telecom Paris, France, October 2007
Quantitative Marketing and Economics Conference, Chicago, October 2007 (Discussant)
Conference on Dynamic Models of Industry Evolution, Rotman School of Management, May 2007
International Industrial Organization Conference, April 2007
Frank Bass Conference, University of Texas, Dallas, March 2007

2008

University of Minnesota, Economics Department
Queen's University, Economics Department
Yale School of Management, Guest Lecturer in the Ph.D. seminar in Marketing
Research Conference on Payment Systems, Norges Bank, Norway, November, 2008
INFORMS Marketing Science Conference, Vancouver, BC, Canada, June 2008
ISMS Doctoral Consortium, Vancouver, BC, Canada, June 2008
The Marketing Conference, University of Texas, Dallas, March 2008

2009

UCLA, Marketing Camp
Washington University-St. Louis, Marketing
Bank of Canada, Currency Department
University of Groningen, Marketing
Hong Kong University of Science and Technology, Marketing
North American Winter Meetings of Econometric Society, San Francisco, January 2009
American Economics Association Annual Meetings, San Francisco, January 2009
Seminar on Bayesian Inference in Econometrics and Statistics, WU-St. Louis, May 2009
INFORMS Marketing Science Conference, University of Michigan, Ann Arbor, June 2009
ISMS Doctoral Consortium, University of Michigan, Ann Arbor, June 2009
Research Forum on Marketing, Shanghai University of Finance and Economics, June 2009
Marketing Dynamics Conference, NYU, August 2009
Quantitative Marketing and Economics Conference, Chicago GSB, October 2009

2010 (*scheduled*)

Ohio State University, Fisher College of Business, Marketing
University of Colorado, Guest Lecturer in the Ph.D. seminar in Marketing
North American Winter Meetings of Econometric Society, Atlanta, January 2010

Professional Activities

Member of American Marketing Association, INFORMS Society of Marketing Science, Econometric Society, American Economic Association

Canadian Coordinator for Chinese Economic Association in North America

Reviewer for

Marketing Journals

Marketing Science, Journal of Marketing Research, Quantitative Marketing and Economics, Management Science, Journal of Consumer Research

Economics Journals

American Economic Review, RAND Journal of Economics, Review of Economic Studies, International Economic Review, Journal of Econometrics, Journal of Applied Econometrics, Journal of Business and Economic Statistics, Journal of Economics and Management Strategy, International Journal of Industrial Organization, Journal of Economic Dynamics and Control, Journal of Public Economics, China Economic Review, Investigaciones Economicas,

Research Grant Proposals

National Science Foundation, SSHRC, Hong Kong Research Grant Council

Member of the Editorial Board of *International Journal of Pharmaceutical and Healthcare Marketing*

Co-organizer of BBCRST Marketing Conference, Rotman School of Management, May 2006

Ph.D. Dissertation Supervision and the First Placement

Ph.D. students for whom I am the main supervisor or co-supervisor

Botao Yang University of Southern California, Marshall School of Business

 Winner of 2008 Alden G. Clayton Doctoral Dissertation Competition sponsored by MSI

Masakazu Ishihara Expected to graduate in summer 2010

Hyunwoo Lim Expected to graduate in summer 2011

Yi Chen Expected to graduate in summer 2011

Ph.D. students for whom I am on the thesis committee

Hao Wang Peking University, HSBC School of Business

Kenneth Brevoort The Federal Reserve Board of Governors, Financial Structure Section

Junji Xiao Shanghai University of Finance and Economics

Yupin Yang Simon Fraser University, Faculty of Business Administration

Hemant Sangwan Global Insight

Kitty Wang Expected to graduate in summer 2011

Placements of Former Undergraduate Research Assistants

Scott Zhang (Northstar Research Partners), Jenson Lee (NPD Group), Chloe Lai (Sun Life Financial), Daisy Li (Manulife Financial), Andy Li (Royal Bank of Canada)

Media Mentions

“Credit cards rewards plan may fuel debt: study,” CBC News, July 20, 2009

“Calculating the true cost of loyalty,” Financial Post, July 25, 2009

“Loyalty Program: Costs and Criticism,” BNN interview, September 9, 2009

“No, there is no such thing as free points,” Toronto Star, October 1, 2009

“Management Briefing: Credit card reward schemes,” The Times Online, October 6, 2009