Khai Xiang Chiong

Mailing Address:
800 West Campbell Road
Richardson, TX 75080
USA

Email: khai.chiong@utdallas.edu
Website: http://khaichiong.com
Nationality: Malaysia (U.S. Permanent Resident)

Academic Appointments

July 2017 – Present	UNIVERSITY OF TEXAS AT DALLAS Naveen Jindal School of Management Assistant Professor (Marketing Area)
October 2022 – June 2023	YALE UNIVERSITY School of Management Visiting Assistant Professor
2015 – 2017	UNIVERSITY OF SOUTHERN CALIFORNIA Department of Economics & Institute for New Economic Thinking (INET) Postdoctoral Research Fellow

Education

CALIFORNIA INSTITUTE OF TECHNOLOGY
Ph.D. Social Science (Economics)
Dissertation Committee: Federico Echenique, Matt Shum, Leeat Yariv

UNIVERSITY OF CAMBRIDGE
B.A. Economics
(Part IA Tripos in Mathematics)

Publications

1. "Duality in Dynamic Discrete Choice Models"
   Khai Chiong, Alfred Galichon, Matt Shum
   Quantitative Economics, Volume 7, Issue 1, pages 83–115, March 2016

2. "Estimation of Graphical Models using the $L_{1,2}$ Norm"
   Khai Chiong and Roger Moon
   Econometrics Journal, Volume 21, Issue 3, pages 247-263, October 2018

3. "Random Projection Estimation of Discrete-Choice Models with Large Choice Sets"
   Khai Chiong and Matt Shum
   Management Science, Vol. 65, No. 1, January 2019, pp. 256–271

4. "Estimation of High-Dimensional Seemingly Unrelated Regression Models"
   Lidan Tan, Khai Chiong, Roger Moon
   Econometric Reviews, Volume 40, Issue 9, pages 830-851, August 2021

5. "Counterfactual Estimation in Semiparametric Discrete Choice Models"
   Khai Chiong, Yuwei Hsieh and Matthew Shum
   Handbook of Research Methods and Applications in Empirical Microeconomics, Edward Elgar Publishers, 2021

6. "Combining Choices and Response Times in the Field: a Drift-diffusion Model of Mobile Advertisements"
   Khai Chiong, Matt Shum, Ryan Webb and Richard Chen
   Management Science, Vol. 70, No. 2, February 2024

7. "Can AI and AI-Hybrids Detect Persuasion Skills? Salesforce Hiring with Conversational Video Interviews"
   Ishita Chakraborty, Khai Chiong, Howard Dover, and K. Sudhir
   Marketing Science, Vol. 44, Issue 1, January 2025, pp. 30-53

   – AMA AI SIG Award for Best AI in Marketing Paper Published in 2024

8. "Mass Shootings and Their Impact on Retail"
   Khai Chiong, Simon Kim, TI Kim
   Forthcoming at **Marketing Science**

9. "Getting the Most Out of Online A/B Tests Using the Minimax-Regret Criteria"
   (with Joonhwi Joo as the lead author)
   Accepted at **Management Science**

Working Papers

1. "Stability of Procurement Networks" (with Anyan Qi).
   Revise and Resubmit at Manufacturing & Service Operations Management

2. "Generative AI and Job Satisfaction: Evidence from Glassdoor Employee Reviews"
   (with Ying Xie)
   Revise and Resubmit at Journal of Marketing Research

Awards

NEC Foundation Research Grant, 2018-2020
    Amount: $37,500
    Principal investigator

Excellence in Teaching Award (Caltech, 2014)
  (Awarded by: Associated Students of California Institute of Technology (ASCIT))

John O. Ledyard Prize for Best Third Year Paper (Caltech, 2013)
    (Awarded by: Division of the Humanities and Social Sciences)

NET Institute Summer Research Grant (NYU, 2013)

Cambridge Commonwealth Trust Scholarship (Cambridge, 2007-2010)

Professional Activities and Services

Refereeing: Journal of Econometrics, Journal of Business & Economic Statistics, Journal of Economic Theory, Journal of Mathematical Economics, Management Science, Marketing Science, Journal of Marketing Research, Economic Theory, Production and Operations Management

Faculty recruiting committee: 2017, 2019, 2023, 2024

Teaching

Courses:

Principles of Marketing
- 2018 - 2025

Advanced Statistics and Probability
- 2018 - 2024

Doctoral students (dissertation committee):

1.) Boram Lim
First placement: Assistant Professor, University of Kansas, School of Business

2.) Sriharsha Kamatham
First placement: Assistant Professor, Asper School of Business,
                University of Manitoba

3.) Ashutosh Bhave
First placement: Assistant Professor, Sam Walton College of Business,
                University of Arkansas

4.) Omid Elmi
First placement: Data Scientist, PNC

5.) Ata Jameei Osgouei
First placement: Assistant Professor, Fairfield University

6.) Soogand Alavi
First placement: Assistant Professor, University of Iowa

7.) Allen Zehan Zhao (Information System)
First placement: Assistant Professor, Grand Valley State University

8.) Jin Miao

9.) Simon Seungmok Kim

10.) Yichao Jin (Economics)

11.) Lingbo Wang

Miscellaneous

Languages: English, Cantonese, Mandarin, Malay
Programming: Python (TensorFlow, Pytorch), R, SQL, Matlab, Stata, Julia
Committee: Secretary of the Archimedeans (Cambridge University Mathematics Society)