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(Kuala Lumpur,  
Malaysia)

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## Academic Appointments

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July 2017 – Present UNIVERSITY OF TEXAS AT DALLAS  
Naveen Jindal School of Management  
Assistant Professor (Marketing Area)

October 2022 – YALE UNIVERSITY  
June 2023 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

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

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

## Publications

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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

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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

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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**

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**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**

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### **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**

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Languages: English, Cantonese, Mandarin, Malay

Programming: Python (TensorFlow, Pytorch), R, SQL, Matlab, Stata, Julia

Committee: Secretary of the Archimedean (Cambridge University Mathematics Society)