

Khai X. Chiong

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Nationality: Malaysia (U.S. Permanent Resident)

ACADEMIC APPOINTMENTS

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| 2017–Present | University of Texas at Dallas , Richardson, TX
Assistant Professor, Naveen Jindal School of Management (Marketing Area) |
| 2022–2023 | Yale University , New Haven, CT
Visiting Assistant Professor, School of Management |
| 2015–2017 | University of Southern California , Los Angeles, CA
Postdoctoral Research Fellow
Department of Economics & Institute for New Economic Thinking (INET) |

EDUCATION

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| 2010–2015 | California Institute of Technology , Pasadena, CA
Ph.D. in Social Sciences (Economics)
<i>Dissertation Advisors:</i> Federico Echenique, Matt Shum, Leeat Yariv |
| 2007–2010 | University of Cambridge , Cambridge, UK
B.A. in Economics
(Part IA Tripos in Mathematics) |

PUBLICATIONS

Peer-Reviewed Journal Articles

1. **Chiong, Khai**, Alfred Galichon, and Matt Shum (2016). “Duality in Dynamic Discrete Choice Models.” *Quantitative Economics* 7(1): 83–115.
2. **Chiong, Khai** and Roger Moon (2018). “Estimation of Graphical Models using the $L_{1,2}$ Norm.” *Econometrics Journal* 21(3): 247–263.
3. **Khai Chiong** and Matt Shum (2019). “Random Projection Estimation of Discrete-Choice Models with Large Choice Sets.” *Management Science* 65(1): 256–271.
4. Lidan Tan, **Khai Chiong**, and Roger Moon (2021). “Estimation of High-Dimensional Seemingly Unrelated Regression Models.” *Econometric Reviews* 40(9): 830–851.
5. **Chiong, Khai**, Matt Shum, Ryan Webb, and Richard Chen (2024). “Combining Choices and Response Times in the Field: A Drift-Diffusion Model of Mobile Advertisements.” *Management Science* 70(2).
6. Ishita Chakraborty, **Khai Chiong**, Howard Dover, and K. Sudhir (2025). “Can AI and AI-Hybrids Detect Persuasion Skills? Salesforce Hiring with Conversational Video Interviews.” *Marketing Science* 44(1): 30–53.
 - **AMA AI SIG Award for Best AI in Marketing Paper Published in 2024**

Accepted & Forthcoming

7. **Chiong, Khai**, Simon Kim, and T.I. Kim. “Mass Shootings and Their Impact on Retail.” *Marketing Science*, forthcoming.
8. Joonhwi Joo and **Khai Chiong**. “Getting the Most Out of Online A/B Tests Using the Minimax-Regret Criteria.” *Management Science*, forthcoming.
9. **Chiong, Khai** and Anyan Qi. “Stability of Procurement Networks.” *Manufacturing & Service Operations Management (M&SOM)*, forthcoming.

Chapters & Invited Publications

- **Chiong, Khai**, Yuwei Hsieh, and Matt Shum (2021). “Counterfactual Estimation in Semi-parametric Discrete Choice Models.” In *Handbook of Research Methods and Applications in Empirical Microeconomics*, Edward Elgar Publishing.

WORKING PAPERS

- **Chiong, Khai** and Ying Xie. “Generative AI and Job Satisfaction: Evidence from Glassdoor Employee Reviews.” Invited Revision at *Journal of Marketing Research*.
- **Chiong, Khai** and Ryan Dew. “Learning Heterogeneity from Unstructured Data: An Application to Chatbot Personalization.”

AWARDS AND GRANTS

2025	ISMS Early-Career Camp
2024	AMA AI SIG Award for Best AI in Marketing Paper Published in 2024
2018–2020	NEC Foundation Research Grant Amount: \$37,500 (Principal Investigator)
2014	Excellence in Teaching Award , California Institute of Technology <i>Awarded by Associated Students of California Institute of Technology (ASCIT)</i>
2013	John O. Ledyard Prize for Best Third Year Paper , Caltech
2013	NET Institute Summer Research Grant , NYU
2007–2010	Cambridge Commonwealth Trust Scholarship

TEACHING

Courses Taught

Spring 2018–2025	Principles of Marketing (MKT 3300, Undergraduate)
Fall 2018–2025	Advanced Statistics and Probability (MECO 7312, PhD)

Doctoral Student Supervision (Dissertation Committee Member)

- Boram Lim (Assistant Professor, University of Kansas, School of Business)
- Sriharsha Kamatham (Assistant Professor, Asper School of Business, University of Manitoba)
- Ashutosh Bhave (Assistant Professor, Sam Walton College of Business, University of Arkansas)
- Omid Elmi (Data Scientist, PNC)

- Ata Jameei Osgouei (Assistant Professor, Fairfield University)
- Soogand Alavi (Assistant Professor, University of Iowa)
- Allen Zehan Zhao (*Information Systems*, Assistant Professor, Grand Valley State University).
- Jin Miao (Dissertation proposal defended; 2025/26 job market)
- Simon Seungmok Kim (Preparing for 2026/27 job market)
- Yichao Jin (*Economics*, Dissertation proposal defended)
- Lingbo Wang (Interim Committee)
- Krishnendu Pain (First-year paper)

PROFESSIONAL ACTIVITIES AND SERVICE

Editorial Service

Referee: 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

Departmental Service

Faculty Recruiting Committee: 2017, 2019, 2023, 2024

CONFERENCE PRESENTATIONS AND INVITED TALKS

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| 2025 | Symposium on AI in Marketing, Wisconsin School of Business
BizAI Conference, University of Texas at Dallas
5th Artificial Intelligence in Management (AIM) Conference, USC
Conference on AI, ML, and Business Analytics, Columbia University |
| 2024 | Conference on AI, Machine Learning, and Business Analytics, Yale University |
| 2023 | ISMS Marketing Science Conference |
| 2019 | Invited Econometrics Seminar, Ohio State University
ISMS Marketing Science Conference
Discussant, Bass FORMS Conference
Southern Economic Association 89th Annual Meeting |
| 2018 | Discussant, Bass FORMS Conference |
| 2017 | Invited Econometrics Seminar, University of British Columbia
Invited Seminar, Federal Communications Commission (FCC)
Asian Meeting of the Econometric Society |
| 2015 | Invited Economics Seminar, MEDS, Northwestern University
Invited Economics Seminar, University of Illinois Urbana-Champaign
Invited Economics Seminar, Tepper School of Business, Carnegie Mellon University |

ADDITIONAL INFORMATION

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| Languages: | English, Cantonese, Mandarin, Malay |
| Programming: | Python (TensorFlow, PyTorch), R, SQL, Matlab, Stata, Julia |
| Service: | Secretary of the Archimedean (Cambridge University Mathematics Society) |

Last updated: April 26, 2026