

Tao Chen

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Employment	Assistant Professor of Marketing	University of Maryland	2008–Present
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Education	Ph.D.	Marketing	Carnegie Mellon University	2008
	M.S.I.A.	Marketing	Carnegie Mellon University	2003
	M.S.	Economics	Shanghai Jiao Tong University, China	1999
	B.E.	Economics and Electrical Engineering (double major)	Shanghai Jiao Tong University, China	1996

Research Area	Dynamic Pricing and Promotion Strategy Technology Products and Services	Consumer Dynamic Choice Retailing
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Publications	<ol style="list-style-type: none">1. Chen, Tao, Ajay Kalra and Baohong Sun, (2009), “Why Do Consumers Buy Extended Service Contracts?”, <i>Journal of Consumer Research</i>, 36 (December), 611–623.2. Chen, Tao, Baohong Sun and Vishal Singh, (2009), “An Empirical Investigation of the Dynamic Effect of Marlboro’s Permanent Pricing Shift”, <i>Marketing Science</i>, 28(4), 740–758.
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Working Papers / Works In Progress	<ol style="list-style-type: none">1. Chen, Tao and Baohong Sun, “An Empirical Investigation of Consumer Purchases and Intertemporal Pricing of Retailers’ Extended Service Contracts”.2. Chen, Tao, Jian Ni and Kannan Srinivasan, “Intertemporal Pricing of Extended Service Contracts and Impact on Both Product Market and ESC Market”.3. Chen, Tao and Baohong Sun, “Product, Extended Service Contract, and Product Return – How Advertising of Promotion Affects Firms’ Profitability”.
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4. Sun, Jiong, Tao Chen, Jinhong Xie, Fei Li and Gao Wang, “Optimal Product Strategies in the Presence of Social Interaction”.

Media Exposure “Protection Racket”, *The Economist*, Nov 19, 2009.
 “Don’t Worry, Be Happy: The Warranty Psychology”, *New York Times*, Nov 6, 2009.
 “Service Warranties and the Cost of Fun”, *New York Times*, Jun 16, 2009.
 “Are Extended Warranties Worth Buying?”, *Wall Street Journal*, Jun 19, 2009.
 “Shoppers buy extended warranties for products they love: study”, *Canadian Broadcasting Corporation (CBC) News*, Jun 16, 2009.
 “Extended Service Contracts: When And Why Do People Buy Them?”, *Science Daily*, Jun 15, 2009.

Honors and Awards Center for Analytical Research in Technology (CART) Dissertation Award 2006–7
 INFORMS Doctoral Consortium Fellow, Pittsburgh PA 2006
 AMA-Sheth Doctoral Consortium Fellow, University of Connecticut 2005
 William Larimer Mellon Fellowship 2001–3
 National Excellent Graduate Student Award, China 1998
 Outstanding Graduate Honor, Shanghai Jiao Tong University, China 1996

Invited Talks EDMS Symposium, University of Maryland 2009
 University of Georgia, University of Iowa,
 Indiana University, Northeastern University,
 University of Texas at Dallas, University of Maryland,
 University of North Carolina, City University of New York,
 Purdue University, University of Toronto 2007

Conference Presentations **“An Empirical Investigation of Consumer Purchases and Intertemporal Pricing of Retailers’ Extended Service Contracts”**
 INFORMS Marketing Science Conference, Ann Arbor (2009)

“An Empirical Investigation of the Dynamic Effect of Marlboro’s Permanent Pricing Shift”
 INFORMS Marketing Science Conference, Pittsburgh (2006)

“Purchases of Extended Service Contracts”
 INFORMS Marketing Science Conference, Pittsburgh (2006)

Professional Services	PC Member, ACM SIGIR Workshop on Information Retrieval and Advertising	2009
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Teaching	University of Maryland , Marketing Research (Undergraduate) 2008–Present	
	Carnegie Mellon University , Marketing (Undergraduate)	2003

Industry Experience	McKinsey & Company , Shanghai, China	1999–2000
	<i>Business Analyst</i>	
	<ul style="list-style-type: none">• Designed growth strategy, market entry strategy for international companies as well as state-owned companies and private companies in China.• Designed the organization and marketing processes of the marketing department for a large state-owned company.	