

## Noah Lim

Department of Marketing  
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### **Education**

The Wharton School, University of Pennsylvania  
Ph.D. in Marketing, May 2005  
M.S. in Marketing, May 2003

National University of Singapore  
B.Soc.Sci.(Hons.) in Economics, First-Class Honors, April 1999  
B.A. in Economics and Political Science, April 1998

### **Academic Position**

C T Bauer College of Business, University of Houston  
Assistant Professor of Marketing, Fall 2005 to present

### **Honors and Awards**

Marketing Science Institute Young Scholar, 2009  
Melcher Faculty Award for Excellence in Teaching, 2009  
Bauer Faculty Fellowship, 2008-2010  
Jerome Robinson Faculty Fellowship, 2006-2008  
Melcher Faculty Award for Excellence in Research, 2007  
Penn Prize for Excellence in Teaching by Graduate Students, 2003  
Wharton School Doctoral Fellowship, 2000-2005

### **Research Interests**

Behavioral Economics, Experimental Economics, Sales Management, Pricing, Channels

### **Publications**

Lim, Noah (2009), "Social Loss Aversion and Optimal Contest Design," Journal of Marketing Research, forthcoming.

Lim, Noah, Michael J. Ahearne and Sung H. Ham (2009), "Designing Sales Contests: Does the Prize Structure Matter?" Journal of Marketing Research, 46 (3), 356-371.

Amaldoss, Wilfred, Teck H. Ho, Aradhna Krishna, Kay-Yut Chen, Preyas Desai, Ganesh Iyer, Sanjay Jain, Noah Lim, John Morgan, Ryan Oprea and Joydeep Srivastava (2008), "Experiments of Strategic Choice and Markets," Marketing Letters, 19 (3), 417-429.

Lim, Noah and Teck H. Ho (2007), "Designing Price Contracts for Boundedly Rational Customers: Does the Number of Blocks Matter?" Marketing Science, 26 (3), 312-326.

Ho, Teck H., Noah Lim and Colin F. Camerer (2006), "How Psychological Should Marketing Models Be?" Journal of Marketing Research, 43 (3), 341-344.

Ho, Teck H., Noah Lim and Colin F. Camerer (2006), "Modeling the Psychology of Consumers and Firms Using Behavioral Economics," Journal of Marketing Research, 43 (3), 307-331. [Lead article]

### **Teaching Experience**

C T Bauer College of Business, University of Houston  
Pricing Strategy, MBA and Undergraduate, 2006-2009  
Winner, 2009 Melcher Faculty Award for Excellence in Teaching  
Average ratings (1 to 5): 4.89 (MBA), 4.88 (Undergraduate)

The Wharton School, University of Pennsylvania  
Introduction to Marketing Strategy, Undergraduate, 2002-2003  
Winner, 2003 Penn Prize for Excellence in Teaching by Graduate Students  
Average ratings (0 to 4): 3.92

### **University, College and Departmental Service**

Member, Bauer College Graduate Admissions Committee, 2007-present  
Member, Bauer College Scholarships Committee, 2007  
Chair, Organizing Committee, Department Speaker Series, 2007-present  
Faculty Advisor, Marketing Department 27<sup>th</sup> Annual Doctoral Symposium, 2009

### **Doctoral Committees**

Sung Ham, University of Houston, 2009 – Member  
Hua Chen, University of Houston, expected 2011 – Co-advisor

### **Professional Service**

Reviewer for:  
Journal of Behavioral Decision Making  
Journal of Marketing Research  
Management Science  
Manufacturing and Services Operations Management  
Marketing Letters  
Marketing Science  
MIS Quarterly  
Production and Operations Management

### **Conference Presentations**

“Sales Management: A Behavioral and Experimental Economics Approach”  
2009 Marketing Science Institute Young Scholars Conference, Park City, UT

“Does the Proportion of Winners in Contests Matter?”  
2008 Marketing Science Conference, University of British Columbia.

“Designing Sales Contests: Does the Prize Structure Matter?”  
7<sup>th</sup> Triennial Invitational Choice Symposium, The Wharton School  
2007 Marketing Science Conference, Singapore Management University

“Does the Number of Blocks in Quantity Discounts Matter?”  
2004 Marketing Science Conference, Erasmus University

“Price-Matching Competition with Store-Switching”  
2003 Marketing Science Conference, University of Maryland

### **Personal Interests**

#### Pianoforte

Awarded Licentiate Diplomas in Piano Performance  
Royal Schools of Music (LRSM), 1995  
Guildhall School of Music and Drama (LGSM), 1994  
London College of Music (LLCM), 1994  
Trinity College London (LTCL), 1993