

Professor HO Teck Hua
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Professor (Department of Marketing)
Professor (Department of Economics)
Professor (Department of Analytics & Operations)
Professor (Department of Industrial Systems
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National University of Singapore

Director,
Centre for Behavioural Economics

Executive Chairman
AI Singapore

Chairman
Singapore Data Science Consortium

Professor Ho Teck Hua is the senior deputy president and provost of the National University of Singapore (NUS). He is also the executive chairman of AI Singapore, a national research and development programme, and chairman of the Singapore Data Science Consortium.

Teck is a prominent behavioural scientist with a PhD in decision sciences from the Wharton School of the University of Pennsylvania. He also has a bachelor's degree in electrical engineering with first class honours, a master's degree in computer and information sciences from NUS, and a master's degree in decision sciences from the Wharton School.

In 2011, Teck took a part-time appointment at NUS as vice president of research strategy and became director of the NUS Centre for Behavioural Economics. In 2015, he became deputy president of research and technology at NUS. Prior to his role as deputy president, Teck was the William Halford Jr Family Professor of Marketing at the University of California, Berkeley's Haas School of Business. In 1999, he earned tenure in the marketing department at the Wharton School of the University of Pennsylvania. Prior to that, he was assistant professor of operations and technology management at the University of California, Los Angeles's Anderson School of Management.

At the Haas School of Business, Teck received the 2015 Williamson Award, the School's highest faculty award, named in honour of Oliver Williamson, the recipient of the 2009 Nobel Memorial Prize in Economic Sciences. The award celebrates honourees who best reflect the character and integrity associated with Williamson's scholarly work and legacy.

Research

Teck has published many significant works in refereed journals in the areas of behavioural economics, management science, and marketing. He was the first non-US citizen to be editor-

in-chief of *Management Science*, the venerable flagship journal of the Institute for Operations Research and the Management Sciences, and one of the top journals for research in management. He has also been an associate editor for the *Journal of Marketing Research*, *Marketing Science*, and a co-editor for *Foundations and Trends in Marketing*.

In Singapore, he is a member of the boards of the National University Health System, the National Environment Agency, and the Defence Science and Technology Agency, and is a fellow of the Singapore Civil Service College and the Academy of Engineering, Singapore.