

# Koh Peng Yam (Alfred)

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## Education

PhD (Marketing)

- Committee:
  - Ernst C. Osinga
  - Sandeep R. Chandukala
  - Kapil. R. Tuli
  - Bart Bronnenberg (Tilburg University)
- Passed Proposal Defense on 12<sup>th</sup> June 2020
- Aug 2016 – May 2021 (Expected)
- Won Academic Research Grant Tier 1, Category A
- Presidential Doctoral Fellowship, Singapore Management University

Master of Science (Managerial Economics & Strategy)

- Oct 2010 – Dec 2011
- Kellogg School of Management, Northwestern University
- 1<sup>st</sup> student from SMU undergraduate to win a full graduate scholarship to Northwestern University

Bachelor of Science (Economics)

- Aug 2006 – May 2010
- Singapore Management University
- Dean's List 2008-2009, School of Economics Scholarship 2008-2010

Languages

- English (bilingual proficiency)
- Mandarin (mother tongue)

## Summary

I am a quantitative modeler with substantive interests in consumer search behavior. Specifically, I explore how comparison sites and image quality influences consumer search. My methodological interests include Bayesian modeling, machine learning and causal inference. I work closely with companies to obtain consumer-level search data and run field experiments to establish causality. A summary of my research abstracts is provided at the end of this CV.

## Working Papers

"When and Why do Consumers Visit Comparison Sites?" In preparation for submission to *Journal of Marketing Research*

"When does image quality matter: exploring the relationship between clicks and quality." In preparation for submission to *Marketing Science*

## **Additional Research Projects**

"When Are Coupon Interactions Bad for Retailers?" Data analysis stage. Target journal: *Journal of Marketing*

"Do Comparison Sites Increase Provider Switching?" Data analysis stage. Target journal: *Journal of Marketing Research*

"Quality-Based Pricing Strategies and Agent Boosting Behavior: Evidence from Large Scale Field Experiments" Data analysis stage. Target journal: *Management Science*.

## **Programming Languages**

R and Python

## **Grants and Honors**

SMU Presidential Doctoral Fellowship, 2019-2020, awarded for research excellence

SMU Nominee for AMA-Sheth Marketing Doctoral Consortium 2019

Graduate Instructor Foundations Teaching Certificate 2019

Ministry of Education (Singapore), Academic Research Grant Tier 1, Category A. Grant Amount: SG\$15,000 for "When and Why Do Consumers Visit Comparison Sites?"

## **Conference Presentations**

INFORMS Marketing Science 2018, Fox School of Business, Temple University, USA Philadelphia, June 14-16, 2018. "When and Why do Consumers Visit Comparison Sites in Their Search?"

EMAC Conference 2018, Strathclyde Business School at University of Strathclyde, Glasgow, UK, May 29-Jun 1, 2018. "When and Why do Consumers Visit Comparison Sites in Their Search?"

## **Teaching Experience**

Graduate Instructor, Marketing Research (35 students), Term 2 2019-2020.

Senior Teaching Assistant, Marketing Research, Term 1 2019-2020.

Teaching Assistant, Intermediate Microeconomics, Term 1 2007-2008

Teaching Assistant, Economic Development in Asia, Term 1 2009-2010

## **References**

**Assoc. Prof. Ernst C. Osinga**, Singapore Management University, Lee Kong Chian School of Business, email: [ecosinga@smu.edu.sg](mailto:ecosinga@smu.edu.sg)

**Assoc. Prof. Sandeep R. Chandukala**, Singapore Management University, Lee Kong Chian School of Business, email: [sandeepc@smu.edu.sg](mailto:sandeepc@smu.edu.sg)

**Prof. Kapil R. Tuli**, Singapore Management University, Lee Kong Chian School of Business, email: [kapilrtuli@smu.edu.sg](mailto:kapilrtuli@smu.edu.sg)

## Selected Research Abstracts

### 1) When and Why do Consumers Visit Comparison Sites?

#### Abstract

Comparison sites allow consumers to compare product offerings from different providers on multiple attributes and are ubiquitous in consumer search. Theory predicts that consumers visit comparison sites in the earlier stages of search when products are homogeneous. In reality, products typically display attribute heterogeneity and consumers have different preferences over these attributes. To fill this gap, the authors draw on cost-of-thinking theory to relate consumers' pre-search motivations to the timing of comparison site visits. They test their hypotheses on unique data capturing consumers' online browsing, pre-search motivations, and purchase behavior. They find that comparison site visit incidence increases with the initial consideration set size, particularly in the earlier stages of search, and with the expectation of finding a better deal, especially in the later stages of search. Dissatisfaction with price and non-price attributes of the current provider attenuates comparison site visit incidence. These findings have implications for the appropriate business model of comparison sites, whether providers should list on comparison sites, and public policies.

### 2) When does image quality matter: exploring the relationship between clicks and quality

#### Abstract

There is a growing impetus to quantify the role of image quality on clicks on online search platforms. However, this task is nontrivial for several reasons. First, it is unclear which of the many image quality metrics to consider. Second, it is unclear whether these metrics interact with other variables such as listing or user characteristics. Finally, it is unclear which functional form to assume between image quality metrics and clicks. To simultaneously deal with these issues, we implement the iterative random forest approach which extends the classical random forest. We apply the proposed methodology on unique search data for over 6,500 visitors to a large real-estate listings website. We tap on image quality assessment research and investigate the effect of image quality metrics such as distortion, asymmetry, pixel, hue, saturation, value on clicks. We explicitly control for each listing's quality by exploiting the fixed property layout characteristic for each condominium. Overall, we find that a listing's image quality characteristics are important in predicting clicks, and are moderated by non-image listing characteristics such as rank. We highlight potential applications of our methodology for marketing scholars.