

BENJAMIN HO

PHONE: 650-867-8270
E-MAIL: BEHO@VASSAR.EDU

RESEARCH FIELDS

Applied Microeconomics, Behavioral and Experimental Economics, Environmental and Energy Economics, Political Economy

TEACHING FIELDS

Applied Microeconomics, Behavioral and Experimental Economics, Environmental and Energy Economics, Public Economics and Political Economy, Personnel Economics, Economics of Education

EDUCATION

Stanford University Graduate School of Business *2001-2006*

PhD in Economics

- Dissertation: "The Economics of Apologies: Theory, Experiment and Application"
- Committee: Ed Lazear (adviser), Doug Bernheim, John Roberts

Stanford University *2001-2004*

Master of Arts in Education (International and Comparative Education)

Master of Arts in Political Science

Massachusetts Institute of Technology *1996-2000*

Master of Engineering in Electrical Engineering/Computer Science

- Thesis: Open Source Innovation in the Apache Web Server (Adviser: Erik Von Hippel)

Bachelor of Science in Economics

Bachelor of Science in Mathematics

Bachelor of Science in Computer Science

EMPLOYMENT

Vassar College

- Assistant Professor of Economics *7/2011-present*

Cornell University, Johnson School of Management

- Assistant Professor of Economics *7/2007-6/2011*
- Courtesy Lecturer in Economics *9/2006-7/2007*

White House, Council of Economic Advisers

- Lead Economist for Energy *7/2006-7/2007*

Stanford University, Department of Economics

- Lecturer in Economics *3/2005-6/2005*

Stanford University, Graduate School of Business

- Teaching and Research Assistant *2001-2006*

Morgan Stanley, Fixed Income Division	
■ Analyst	2000-2001
White House, Office of Management and Budget	
■ Research Assistant and Consultant	1999-2000
Naidan	
■ Founding member of e-commerce startup	1999-2000

HONORS, GRANTS, FELLOWSHIPS

Cornell Institute for Soc Sci –Judgment and Decision Making - Faculty Fellow	2009-2012
Cornell Institute for Soc Sci – Small Grant – “Novelty and Popularity in News”	2009
Cornell Institute for Soc Sci – Small Grant - “Paying for Climate Change”	2008
Nominee, Apple Teaching Award, Cornell Johnson School	2008, 2009, 2010
NSF Graduate Research Fellowship Recipient	2003-2006
Jaedicke Award - Stanford GSB	2003
Recipient, 2005 Summer Research Fellowship, John M. Olin Program in Law and Economics, Stanford Law School.	2005
Stanford GSB Human Subjects Grant	2005
Stanford GSB Interdisciplinary Behavioral Research Grant	2004 and 2005
Stanford GSB Departmental Fellowship	2001-2006
Member of Sigma Xi, Tau Beta Pi, Eta Kappa Nu Honor Societies	1999-

PUBLISHED PAPERS

“Focal points in coordinated divergence” (with Chip Heath and Jonah Berger) <i>Journal of Economic Psychology</i> 27 (2006) 635-647
“Apologies as Signals: With Evidence from a Trust Game” (Forthcoming at <i>Management Science</i> – Special issue for behavioral economics)
“What is the Value of an Apology: An Empirical Analysis of Apology Laws for Medical Malpractice” (with Elaine Liu) (forthcoming the <i>Journal of Empirical Legal Studies</i>)
“Does Sorry Work? The Impact of Apology Laws on Medical Malpractice” (forthcoming at <i>Journal of Risk and Uncertainty</i>) (with Elaine Liu)

BOOK CHAPTERS

"Energy in the Transportation Sector" (with Ann Wolverton) in <i>Economic Report of the President</i> 2007 (Government Printing Office, 2007)

WORKING PAPERS

“The Ethnic Minority Experience in China” (with Reza Hasmath and Elaine Liu) (under review) Mar 2010
“Culpability and Willingness to Pay for Environmental Quality: A Contingent Valuation and Lab Experiment” (with Antonio Bento, John Taber, and Gregory Poe) September 2010

“Novelty and Popularity in Markets for News: theory and empirics on innovation and transfer in the news industry” September 2010 (with Peter Liu)

“Identity Signaling with Social Capital: A Model of Symbolic Consumption” (under review) (with Jonah Berger and Yogesh Joshi) April 2011

“Divergence in Cultural Practices: Tastes as Signals of Identity” (with Jonah Berger and Chip Heath) May 2005

WORK IN PROGRESS

“Optimal Contracts in Voluntary Emission Markets” (with Antonio Bento, Mario Ramirez)

“The effect of Kinked and Notched tax schedules on Charitable Giving: A Lab Experiment” (with Joel Slemrod, Jim Sallee and John Taber)

“Trust” Chapter for *Research Handbook on Behavioral Law and Economics*

TEACHING

Applied Microeconomics Cornell Johnson School of Management	2008, 2009, 2010
The Political, Legal and Social Environment of Business Cornell Johnson School of Management	2008, 2009, 2010
Energy Economics and Management Cornell Johnson School of Management	2009, 2010
Environmental Economics and Management Cornell Johnson School of Management	2009, 2010
Public Economics Stanford University	2005
Teaching Assistant for Macroeconomics (undergrad), Cost-Benefit Analysis (undergrad), Microeconomics (MBA) Stanford University	2003-2005

OTHER

Invited Presentations: MIT Sloan School, 2006; Cornell Johnson School 2006; UC Santa Cruz, Econ Dept 2006.; Pomona, Econ Dept 2006; Williams, Econ Dept 2006; Haverford, Econ Dept 2006; U Illinois – Urbana Champagne, Econ Dept 2006; Case-Western Reserve, Econ Dept., 2006; Vanderbilt Econ Dept 2007; University of Sydney, 2009; University of Melbourne, 2009; Peking University HSBC School of Business, 2010

Referee: Journal of Human Resources, International Economic Review, Journal of Law Economics and Organization, Organizational Behavior and Human Decision Processes, Economic Inquiry, Psychological Science, Evolution and Human Behavior, Journal of Economic Behavior and Organization, Economics Bulletin, Management Science, Berkeley Electronic Journal of Economic Analysis and Policy; National Science Foundation

Seminar Co-Organizer: Cornell Behavioral Economics Seminar, 2007-2010, Cornell Applied Microeconomics Seminar, 2009-2010

Conference Co-Organizer: Cornell University Meaning of Consumption Conference, 2008

Conference Talks: Gas Drilling and Sustainability, Cornell University Law School, 2011; Judgment by the Numbers, Cornell University, 2010; American Society of Health Economists,

2010; American Law and Economics Association Annual Meeting, 2010; Southern Economic Association 2009; Stanford Precourt Institute Behavior, Energy, and Climate Change Conference, 2008; American Economics Association Annual Meeting 2008; 2010 Economic Science Association Annual Meeting 2006, 2007, 2008; 2009, 2010 Yale SOM Student Conf. on Behavioral Finance, Economics and Marketing, April 2005; European Science Days, Steyr (Austria) in Organizational Economics, Summer, 2004; Workshop in Institutional Economics, Trento (Italy), Summer 2004; European Science Days, Steyr (Austria) in Personnel Economics, Summer 2003; Workshop in Behavioral Economics, Trento (Italy), Summer 2003

Member: American Economics Association, Economic Science Association, American Society of Health Economists

Advising: Committee Member for Baran Han, 2009; Fernanda Leon (University of East Anglia), 2010, John Taber, 2011, Mario Ramirez 2011

Consulting: Bloomberg Government, 2011; Acadia Consulting Group, 2009; Conservation Services Group 2009; Singapore Government, 2002; White House Office of Management and Budget, 1999;

International Service: Delegate to the US-China Strategic Economic Dialogue 2007; NGO Observer to the Copenhagen COP15 Climate Negotiations, 2009.

Security Clearance: Top Secret

Media:

“Please accept my apologies for bringing this sorry subject to your attention” Chicago Tribune (May 10, 2011)

“The World’s Best B-School Profs Under the Age of 40” *Poets and Quants* (February 15, 2011)

“Public Policy Gains a Foothold at B-School” Businessweek (March 1, 2010)

“Why It’s Not Easy Being Green” Radio Interview for Public Radio’s The Takeaway (December 7, 2009)

“Social Science and Climate Change” *Cornell Enterprise Magazine* (Fall 2009)

“The Last Experiment” *Seed Magazine*, (April 22, 2009)

“For fallen bankers, sorry may be the hardest, and smartest, word” *International Herald Tribune, CNBC, Straits Times* (Oct 23, 2008)

“What Should We Really Be Doing About Global Warming” New York Times Freakonomics Blog (September 2007)

Interviewed on BBC World (June 22, 2007)

“Dear Economist...” *Financial Times*, (June 8, 2007)

“The Tao of Job Searches” *Stanford Business Magazine* (February 2007)

Chronicle Careers Columnist for *Chronicle of Higher Education* (2005-2006)