

Desmond (Ho-Fu) Lo
Curriculum Vitae

Leavey School of Business, Lucas Hall, Room 221A, Santa Clara University
500 El Camino Road, Santa Clara, CA 95053

EDUCATION

Ph.D., 2008, Business Administration (Marketing), University of Michigan, Ann Arbor

M.A., 1997, Economics, University of California, Santa Barbara

B.A., 1993, Economics, Chinese University of Hong Kong

ACADEMIC APPOINTMENT

September 2008 – Assistant Professor, Leavey School of Business, Santa Clara University

RESEARCH INTERESTS

Contracting in Distribution Channels; Business-to-Business Markets; Sales Force Compensation and Delegation; Vertical Restraints and their Treatment under Antitrust Laws

AWARDS AND HONORS

AMA Sheth Foundation Doctoral Consortium Fellow, Phoenix, AZ, 2007

Dykstra Award for Excellence in Teaching and Research, 2006-2007, Ross School of Business, University of Michigan

John M. Olin Center for Law and Economics, Student Fellow, Summer 2006, Law School, University of Michigan

Kendrick Award in Marketing, 2006, Ross School of Business, University of Michigan

Charles Gassner Fellowship, 2006, Ross School of Business, University of Michigan

Doctoral Fellowships, 2003-2008, Ross School of Business, University of Michigan

University of California Regents Fellowship, 1997, University of California, Santa Barbara

Nomination for the Excellence in Teaching Award, 1997, University of California, Santa Barbara

DISSERTATION: “The Role and Extent of Economic Rent in Distribution Channels”

Committee co-chairs: Mrinal Ghosh and Francine Lafontaine.

WORKING PAPERS

1. “The Role of a Two-Stage Ordering Process in Vertical Channel Relationships: Theory and Evidence,” 2008 (with Mrinal Ghosh and Stephen Salant). Revise and resubmit to *Journal of Marketing Research*.
2. “The Role of Risk, Incentive, and Selection in Sales Force Compensation Contracts,” 2008 (with Mrinal Ghosh and Francine Lafontaine)

WORK-IN-PROGRESS

1. “Inducing Dealer Efforts: The Role of Economic Rent and Supervision” (with Mrinal Ghosh and Francine Lafontaine)
2. “Delegation of Price Authority and Sales Force Incentives” (with Mrinal Ghosh and Francine Lafontaine)
3. “Pricing Formats for Branded Components in B2B Markets” (with Kelli Guitierrez and Mrinal Ghosh)
4. “The Effect of Ordering Processes and Quantity Discounts on the Intensity of Downstream Competition” (with Stephen Salant)

CONFERENCE PRESENTATIONS

Academy of Management Conference, Anaheim, August 2008, “The Role of a Two-Stage Ordering Process in Vertical Channel Relationships: Theory and Evidence,” (with Mrinal Ghosh and Stephen Salant)

International Society of New Institutional Economics, Toronto, June 2008, “The Role and Extent of Economic Rent in Distribution Contracts”

Marketing Science Conference, Vancouver, June 2008, “Delegation of Price Authority and Sales Force Incentives” (with Mrinal Ghosh and Francine Lafontaine)

International Industrial Organization Conference, Arlington, May 2008, “The Role of Quantity Commitment and Quantity Discounts in Vertical Channel Relationships: Theory and Evidence” (with Mrinal Ghosh and Francine Lafontaine)

Marketing Science Conference, Singapore, June 2007, “The Role of Quantity Commitment and Quantity Discounts in Vertical Channel Relationships: Theory and Evidence” (with Mrinal Ghosh and Francine Lafontaine)

Haring Symposium, Indiana University, April 2007, “The Role of Risk, Incentive, and Selection in Sales Force Compensation Contracts” (with Mrinal Ghosh and Francine Lafontaine)

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Marketing Science Conference, Pittsburgh, June 2006, “The Role of Risk, Incentive, and Selection in Sales Force Compensation Contracts” (with Mrinal Ghosh and Francine Lafontaine)

Future of Distribution Channels Conference, Wharton, May 2006, “The Role of Risk, Incentive, and Selection in Sales Force Compensation Contracts” (with Mrinal Ghosh and Francine Lafontaine)

TEACHING EXPERIENCE

Marketing Management; Intermediate Microeconomics

CORPORATE EXPERIENCE

2001, Hewlett-Packard Ltd., Business Manager, Home PC, China

1998-2001, Agfa Ltd., Business Manager, Consumer Digital Imaging, China & Hong Kong

1995-1996, LG Electronics Ltd., Sales Manager, China.

1993-1995, Toshiba Ltd., Sales Executive/Sales Supervisor – East China