

Benjamin Chiao  
赵克锋



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200433, China.

#### EDUCATION

2010                      PhD (Defended in Fall 2009)  
                                Advisors: Jeffrey MacKie-Mason (Chair), Yan Chen, Michael  
                                Cohen, Jessica Litman  
                                Dissertation Title: "Essays in Information Economics"  
                                University of Michigan

1997, 1999                BBA, MSc  
                                Department of Economics  
                                The Hong Kong University of Science and Technology

#### ACADEMIC APPOINTMENTS

2010 Fall-                **Associate Professor**  
                                School of Economics  
                                Shanghai University of Finance and Economics

2008-Present            **Director**  
                                Information Society Group

2010-Present            **Research Fellow**  
                                Guanghua School of Management Institute of Health Economics and  
                                Management  
                                Peking University (also known as Beijing University)

2008-2010                **Assistant Professor**  
                                Department of Applied Economics (full-time appointment)  
                                Department of Management Science and Information Systems  
                                (courtesy appointment)  
                                Guanghua School of Management  
                                Peking University

2003-2004                **Research Scientist/Director of Operations**  
                                Center for Experimental Social Science  
                                New York University

1999-2001                **Visiting Scholar**  
                                Center for Experimental Business Research

## OTHER APPOINTMENTS

- 2008-Present      **Founding Director**  
Sichuan Teachers  
A non-profit earthquake relief organization registered in Hong Kong
- 2010-Present      **Deputy Secretary General (China Area)**  
Mutual Help International (Guojihuzhuwang)

## PUBLICATIONS

### Journals (Published):

1. Benjamin Chiao, Josh Lerner, and Jean Tirole. "The Rules of Standard Setting Organizations: An Empirical Study". *RAND Journal of Economics*, Winter 2007. (Earlier versions appeared in: Harvard Negotiation, Organizations and Markets Research Paper No. 05-05. National Bureau of Economic Research Working Paper No. 11156.)

### Journals (Under Review/Revision):

1. Benjamin Chiao (2010). "Torts in Open Contents." For submission to *Journal of Law, Economics and Organization*.
2. Benjamin Chiao and Jeffrey MacKie-Mason (2010). "Using Uncensored Communication Channels to Divert Spam Traffic". Submitted.
3. Benjamin Chiao (2010). "Team Size and Modularity in Open Content Experiments." Submitted.

### Books (Chinese):

1. Benjamin Chiao (2010, Editor) *The Great Firewall of China: Some Law and Economics of Internet Censorship* or *中国防火长城- 互联网审查的法律经济学* in Chinese. *China Economic Publishing House* (中国经济出版社). The chapters are:

Ch. 0. Benjamin Chiao, "Introduction."

Ch. 1. Benjamin Chiao and Xingbai Xu, "Some Theoretical Frameworks of Censorship."

Ch. 2. Benjamin Chiao, "Technical Measures of Internet Censorship in China."

Ch. 3. Benjamin Chiao and Yifei Liu, "Laws and Policies of Internet Censorship in China."

Ch. 4. Benjamin Chiao and Yifei Liu, "Internet Censorship Management of the Chinese Government."

Ch. 5. Benjamin Chiao, Ling Hu, Fang Wang and Xiaoshu Wang, "The Path of China's Internet Laws."

Ch. 6. Benjamin Chiao and Jingfen Zhang, "A Comparison of Internet Censorship between China and the World."

Ch. 7. Benjamin Chiao, "China's Internet Censorship: Perspectives from International Laws."

Ch. 8. Guangyao Bei, Benjamin Chiao, Qiaolin He and Yan Long, "An Introduction to the History of World's Censorship."

It is accepted into the All China Economics International Conference (Dec 2009, Hong Kong).

## CONFERENCE PROCEEDINGS

1. Benjamin Chiao and Jeffrey MacKie-Mason (2006). "Using Uncensored Communication Channels to Divert Spam Traffic". *Proceedings of the 34th*

- Research Conference on Communication, Information and Internet Policy*. (Net Institute Working Paper No. 06-20. Awarded the NET Institute grant.)
2. Benjamin Chiao (2003). "An Economic Theory of Free and Open Source Software: A Tour from Lighthouse to Chinese-Style Socialism," *Proceedings of the International Conference on Open Source 2003*. (Working Paper at the MIT Free/Open Source Research Community.)

#### **WORKING PAPERS**

1. Benjamin Chiao and Guang Shi (2009). "Voluntary Delay in Communication Buffers to Reduce Spam." Peking University Information Society Group Working Paper 2009-01.
2. Benjamin Chiao, Yan Kai, Xingbai Xu (2009). "Exchange Rate Models for Censorship Problems." Peking University Information Society Group Working Paper 2009-02.

#### **PENDING PATENTS**

Communication buffers that aim to reduce spam using economic mechanisms. Patent pending no. PCT/CN2009/071969.

#### **IN PROGRESS**

Benjamin Chiao (and colleagues in the Peking University China Center for Pharmaeconomics & Outcome Research). "The Effects of New IT Infrastructure on Medical Care in the Sichuan Earthquake Area."

Benjamin Chiao (and colleagues in the Tsinghua University Network Research Center) on various markets on the Internet infrastructure.

Yujin Cao, Benjamin Chiao, Xiaolin Wang, Xingbai Xu . "Vertical Integration and Plant Variety Intellectual Property Protection in China."

Benjamin Chiao and Shi Guang. "An Experimental Study of Anti-Spam Communication Buffers."

Benjamin Chiao. "An Economic Analysis of the Copyright Opt-Out Mechanism in Google Book Search."

Benjamin Chiao. "An Experimental Study of Parallel Music Progression."

#### **RESEARCH FIELDS**

General Areas: Information economics, intellectual property, institutional economics, law and economics, experimental method, China's Economy, health economics, political economy, applied microeconomics

Specialties: Censorship, anti-spam economic mechanisms, and open-content/source

#### **BIOGRAPHY**

BENJAMIN CHIAO was born in Hong Kong with his root in Chaoyang, Shantou. He is Associate Professor in the School of Economics at the Shanghai University of Finance and Economics, Research Fellow at the Peking University Center for Health Economic Research, and Director of Information Society Group. He obtained his PhD from the University of Michigan in Ann Arbor. Previously he was Assistant Professor in the Department of Applied Economics and the Department of Management Science and Information Systems at the Peking University Guanghua School of Management, Research Scientist/Director of Operations at New York University, Visiting Scholar at the Hong Kong University of Science and Technology. He is Founding Director of a non-profit organization called Sichuan

Teachers and Deputy Secretary General (China Area) of Guojihuzhuwang("Mutual Help International").

His general interests are applied microeconomics, law and economics of information systems and policies, and intellectual property. His specialties are censorship, anti-spam economic mechanisms, and open-content/source. He is beginning to research on health information systems.

He has worked on:

(A) anti-spam economic mechanisms: i) uncensored communication channels (an almost identical method was adopted by Netease for its 310 million users) and ii) communication buffers (patent pending no. PCT/CN2009/071969)

(B) i) a book called *The Great Firewall of China: Some Law and Economics of Internet Censorship* ii) theoretical models of censorship using exchange rate models

(C) open contents: non-price coordination experiments, its comparison with communism, and optimal liability rules in licensing

(D) standard-setting organizations

(E) IT infrastructure in hospitals and Internet network designs (in progress)

His research has appeared in, for example, *RAND Journal of Economics* and *China Economic Publishing House*.

His recent invited talks include those in: Academia Sinica, Carnegie Mellon University, Columbia U., National Taiwan U., Peking U., Shanghai Jiaotong U., Singapore Management U., Tsinghua U., UC Irvine, U. of Michigan, U. of Toulouse, and U. of Washington.

He teaches masters and PhD students theoretical microeconomics, managerial microeconomics and empirical microeconomics, and undergraduate students law and economics of information systems and policies.

#### **KEY INVITED TALKS**

Speaker:

**Beijing First Global World City Conference** (2010)

**Southwestern University of Finance and Economics** (2010)

**Tsinghua University** [Network Research Center] (2009)

**Singapore Management University** [School of Information Systems] (2008)

**Academia Sinica, Taipei** [Institute of Economics](2008)

**Peking U.** [Business School Department of Management Science and Information System, and Department of Applied Economics](2008)

**Peking U., Shenzhen** [Business School Department of Economics](2008)

**National Taiwan U.** [Department of Economics](2008)

**Tsinghua U.** [School of Economics and Management, Department of Economics] (2008)

**Carnegie Mellon U.** [Business School Information Systems Department ](2008)

**U. of California, Irvine** [Business School Information Systems Department ](2008)

**U. of Washington** [Information School] (2008)

**U. of Michigan** [Information School] (2008)

**Columbia U.** [Columbia Institute for Tele-Information] (2007)

Panelist: **Columbia University** [On the topic of "Enablers and obstacles of the Ultrabroadband deployment," Ultrabroadband Networks and the Personal Media Cloud conference 2007 at the Columbia Institute for Tele-Information] (2007/06)

#### **PROFESSIONAL SERVICES**

Referee:

*Journal of Law, Economics and Organization*  
*International Journal of Industrial Organization*  
*Industrial and Corporate Change*  
*Management Information Systems Quarterly*  
*Journal of Management Information Systems*  
*Decision Support and Systems*  
*Electronic Commerce Research*  
*Journal of Organizational Computing and Electronic Commerce*  
*Electronic Commerce Research and Applications*  
*The Review of Socionetwork Strategies*  
*International Conference on Information Systems*  
*Academy of Management*

Discussant: 1. **Academy of Management** [Professional Development Workshop on Open Source 2006], 2. **NYU** [NET Institute Conference 2007]

Invited Participant: **Stanford University** [Community Patent (or Peer to Patent) Workshop at the Center for Internet and Society, Stanford Law School] (2006/5)

## **FELLOWSHIPS AND GRANTS**

2010-12	co-PI (with colleagues in the Peking University China Center for Pharmaeconomics & Outcome Research) US\$100,000 (funds from Cisco for projects on the evaluation of the effects of new IT infrastructure on medical care in the Sichuan Earthquake area).
2008-9	Department Allocated Grants Guanghua School of Management Peking University
2007	New York State Council on the Arts grant (for Internet technology development), joint with the ensemble Music From China
2006	The NET Institute Grant for the joint work with Jeffrey MacKie-Mason on "Using Uncensored Communications Channels to Divert Spam Traffic."
2005	Rackham Fellowship Discretionary Fund University of Michigan
2004-Present	Research and Teaching Assistantships School of Information University of Michigan
2001-2003	McCracken Fellow New York University
2000	Visiting Graduate Student Stipend Economic Science Lab, University of Arizona
1999-2002	DAG Grant, joint with Rami Zwick, "Subject Recruitment System" Department of Marketing, Hong Kong University of Science & Technology

## **TEACHING**

At Peking University:

**Instructor**

Advanced Microeconomics (For PhD and Masters Students)  
Main text: Microeconomic Theory (MasCollé, Whinston and Green)  
Department of Applied Economics, Guanghua School of Management, Peking University.

**Instructor**

Advanced Managerial Microeconomics (For PhD and Masters Non-Economics Students)  
Department of Applied Economics, Guanghua School of Management, Peking University.

**Instructor**

Information Economics, also known as The Law and Economics of Information Systems and Policies (For Undergraduate Students)  
Department of Applied Economics, Guanghua School of Management, Peking University.

**Instructor**

Empirical Microeconomics (For PhD and Masters Students)  
Department of Applied Economics, Guanghua School of Management, Peking University.

At the University of Michigan:

**Graduate Student Instructor**

SI 501: Contextual Inquiry and Project Management (For Masters Students)  
Lecturers: Judy Olson and Ixchel Faniel  
School of Information, University of Michigan

**Graduate Student Instructor**

SI 502: Choice and Learning (For Masters Students)  
Lecturers: Yan Chen and Jeffrey MacKie-Mason  
School of Information, University Michigan  
Main texts: *Microeconomics and Behavior* (Frank), *Cognitive Psychology* (Anderson)

**Graduate Student Instructor**

SI 701: Doctoral Foundation (For 1<sup>st</sup> Year PhDs)  
Lecturers: George Furnas and Gary Olson  
School of Information, University of Michigan

At HKUST:

**Teaching Assistant**

1. Money and Banking (Undergraduate Level)  
2. Managerial Macroeconomics (Undergraduate Level)  
Lecturer: Woon Gyu Choi  
Department of Economics, The Hong Kong University of Science and Technology