

Tong Guo

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Academic Position

Associate Professor, Duke University. July 2023 - present.

Assistant Professor, Duke University. July 2018 - June 2023.

Primary: Marketing Area, Fuqua School of Business

Secondary: Department of Economics

Affiliated Faculty, Duke-Margolis Center for Health Policy. July 2018 - present.

Education

Ph.D. in Marketing, University of Michigan, Aug 2018.

M.A. Economics, Duke University, Jan 2012.

B.S. Biological Science, B.A. Economics, Peking University, July 2009.

Research Interests

Substantive: Healthcare, Information Disclosure, Misinformation, Public Policy, New Tech Adoption

Methodological: Causal Inference, Machine Learning, Applied Econometrics, Empirical IO

Publication

1. Debunking Misinformation about Consumer Products: Effects on Beliefs and Purchase Behavior.
with Jessica Fong and Anita Rao. *Journal of Marketing Research*, 2024.
Finalist for Paul E. Green Award 2025.
2. Reaching for Gold: Frequent-Flyer Status Incentives and Moral Hazard.
with Yeşim Orhun and Andreas Hagemann. *Marketing Science*, 2022.
3. The Effect of Information Disclosure on Industry Payments to Physicians.
with S. Sriram and P. Manchanda. *Journal of Marketing Research*, 2021.
4. "Let the Sun Shine In": Impact of Industry Payment Disclosure on Physician Prescriptions.
with S. Sriram and P. Manchanda. *Marketing Science*, 2020.
5. Soul and Machine (Learning).
with D. Proserpio, J. Hauser, X. Liu, T. Amano, A. Burnap, D. Lee, R. Lewis, K. Misra, E. Schwarz, A. Timoshenko, L. Xu, and H. Yoganarasimhan. *Marketing Letters*, 2020.
6. Are People Overoptimistic about the Effects of Heavy Drinking?
with F. Sloan, M. E. Lindsey, and Y. Xu. Published in *Journal of Risk and Uncertainty* 47 (2013), 93–127.

Working Papers & Selected Work in Progress

**Denotes graduate student co-author at time of initiation.*

7. When Food Gets Political: How News Drives Green Food Offerings.
with Boya Xu* and Daniel Xu. R&R.
NET Institute Research Grant, 2023.
8. A Principled IV Approach to Causal Inference with Unstructured Data, with Anqi Zhao and Boya Xu*.
9. Mandating Transparency: Heterogeneous Effect of Hospital Price Disclosure. with Xinyao Kong and Yanwen Wang.
10. How Misinformation Persuades, with Teng Ye, Yutong Xie*, Qiaozhu Mei.
11. Gender-Neutral Marketing, with Jiaqi Chen*, June Shi and Shuo Zhang.
12. Influencer Controversial Marketing: the case of Greenwash, with Zijun Tian and Boya Xu*.
13. The Impact of Medical Marijuana Legalization on Opioid Prescriptions. with Hayoung Cheon*, S. Sriram and Puneet Manchanda. Available at SSRN 3917975.

Invited Talks and Conference Presentations

- 2025: Workshop of Platform Analytics (discussant), Michigan Workshop on Unstructured Data and Language Models, Fuqua Interdisciplinary Seminar, UC Berkeley, PKU HSBC Business School, Marketing Science, China India Insights Conference
- 2024: MSI Young Scholar Conf, USC Digital Platform Dynamics Conf, Meta Data for Good, INFORMS
- 2023: U Rochester, HKU, HKUST, Indiana U Bloomington, CEIBS, Dartmouth, UIC
- 2022: UTD Forms, CityU-HK, Temple, KAIST, UCLA, Marketing Science Virtual, NCSU
- 2021: UTD Forms (discussant), UCLA, UCSD, U Toronto, USC, Wharton, WUSTL, VQMS, IMS/HBS data science conference, Marketing Science Virtual, Fuqua Summer Seminar, FTC Microeconomics Conference (coauthor present), JMR-Mitigation in Marketing Conference (coauthor present)
- 2020: Chicago Booth, Stitch Fix, Duke Fuqua Interdisciplinary Luncheon
- 2019: Northwestern Kellogg, Women in Data Science (WiDS) at IBM-RTP, 11th Triennial Invitational Choice Symposium, Marketing Science Rome, PKU Guanghua, Frontier in Empirical Marketing
- 2018: UCLA Anderson
- 2017: INSEAD, Erasmus Rotterdam SOM, U Arizona, Southern Methodist U, Yale, Duke, McGill, Virginia Tech, Cornell Johnson, U Pittsburgh, UT Austin, Syracuse, CKGSB, U Georgia, Rutgers, Singapore Management U, NTU, Indiana U
- 2016: INFORMS Nashville, Indiana U Haring Symposium
- 2015: Marketing Science Baltimore

Honors & Awards

- Paul E. Green Award Finalist, 2025.
- MSI Young Scholar, 2023.
- ISMS Early-Career Scholars Camp, 2022.
- AMA Sheth Foundation Doctoral Consortium Faculty Fellow, Austin, 2022.
- Don Morrison Fellow, UCLA, 2022.

Runner-Up, Award for Innovation and Excellence in Teaching, MMS-DKU, 2021-22.
Faculty Development Forum Fellow, Washington University in St. Louis, 2019
ProQuest Distinguished Dissertation Award Finalist, University of Michigan, 2018.
AMA Sheth Foundation Doctoral Consortium Fellow, 2017.
Best Discussant Honorable Mention, Haring Symposium, Bloomington, 2016.
INFORMS Marketing Science Doctoral Consortium Fellow, Iowa, 2016.
Neary Award for Academic Excellence, University of Michigan, 2016-17.
Ross School of Business PhD Fellowship, University of Michigan. 2012-2017.

Teaching & Industry Experience

Duke Fuqua School of Business

Strategic Brand & Product Management (Daytime MBA, EMBA), 2022 - current.
Marketing Core (MMS-FOB, MMS-DKU), 2018 - 2021.
PhD Pro-Seminar, 2018 - 2020.
PhD Special Topics in Quantitative Marketing, 2021, 2024.

Michigan Ross School of Business

Marketing Management (Undergraduate), 2015, 2018.

SpencerStuart Management Consulting

Summer Associate, Beijing Office, 2010.

University of Pennsylvania, School of Medicine

Visiting Scholar at Hematopoietic Stem Cell Lab, 2008.

Professional Services

Editorial Review Board: *Marketing Science*

Ad-hoc Referee: *Nature Human Behavior*, *Journal of Marketing Research*, *Journal of Marketing, Management Science*, *Marketing Letters*, *International Journal of Research in Marketing*, *Journal of Industrial Economics*, *Health Economics*, *Review of Economics and Statistics*, *Quantitative Marketing and Economics*

PhD Student Mentoring:

Boya Xu (Duke Fuqua), dissertation co-advisor, 2023. Initial placement: Virginia Tech

Levin Zhu (Duke Fuqua), dissertation committee, 2023. Initial placement: University of Hawaii

Ratnalekha Viswanadham (INSEAD), dissertation committee, 2021

Fei Fang (Duke Fuqua), prelim committee, 2019

Master Student Mentoring (PhD placement):

Duke Fuqua: Ji Young Huh (master thesis committee), Dylan Sha (master thesis advisor)

Duke MS in Economics and Computation: Xin Zheng, Vladimir Khismatullin, Yinan Xu (UMSI), Yutong Shao (USC Marshall), Thomas Lilly III (UW Foster), Zhichao Wang

Duke MA in Economics: Yaochi Gu (UBC Sauder), Yi Chen (Michigan Ross), Changfeng Liu (USC Econ), Ruixi Yu (USC Health Policy), Liying Qiu (CMU Tepper), Yiqi Li (Michigan Ross)

Discussant: *WoPA, 2025; UT Dallas Forms, 2021; Haring Symposium, Bloomington, 2016*

Special Session Organizer: *Marketing Science Conference 2025, 2022, 2019*

Other Service:

Workshop of Platform Analytics, PC Member

AMA Sheth Foundation Doctoral Consortium, Faculty Fellow, Austin, 2022

Alden G. Clayton Doctoral Dissertation Proposal Competition Reviewer

Shankar-Spiegel Doctoral Dissertation Proposal Competition Reviewer

External Reviewer, University Grants Committee of Hong Kong

Last updated: September 30, 2025