



The Motivational Consequences of Resource Constraints

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Meng Zhu is an Associate Professor at Johns Hopkins Carey Business School. She received her PHD (Major: Marketing, Minor: Social and Decision Sciences) from Carnegie Mellon University in 2011. Her research interests broadly fall into the domain of consumer judgment and decision-making, with a particular focus in the area of psychological and behavioral consequences of scarcity and constraints. In another stream of research she examines motivation, goal pursuit and individual decision-making processes. Her research has been featured in various media, such as New York Times, Forbes, Washington Post, Academic Minute, Futurity.org, Fast Company, and Entrepreneur.

Abstract:

In spite of a rich body of knowledge that has primarily focused on examining the impact of resource constraints on consumers' cognitive performance, attentional focus, physiological responses, and choice strategies, our understanding of the motivational consequences of resource availability remains limited. In our recent research, we examine the impact of resource constraints on individuals' extrinsic motivation (e.g., effort-exertion contexts where external rewards are provided) and intrinsic motivation (e.g., learning contexts where no contingencies of tangible rewards or punishments are provided). The results from our investigations advance and deepen our understanding of the powerful and profound influences of constraints on human society, shedding further light on individual decision makers' adaptive versus maladaptive responses to resource constraints and offering implications for policy makers who seek to improve the long-term wellbeing of our institutions, communities and society as a whole.

A Dynamic Game of Doctors' Participation in Online Platform

Dr Ni Jian

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Jian Ni is an Associate Professor at Carey Business School with joint appointment in the Department of Economics, Johns Hopkins University. He specializes in empirical and theoretical analysis of healthcare and pharmaceutical, financial service, environmental and energy, technology and emerging markets. His recent research interests include pricing, (non-)monetary incentive design, data analytics, people analytics, social media, mobile platforms and empirical industrial organization. His work is supported by National Science Foundation, National Institute of Health, Canadian Social Sciences and Humanities Research Council, Center for Global Health, Environment, Energy, Sustainability and Health Institute, China Medical Board, among others. He has published in top business and healthcare journals. He was named a 2017 MSI Young Scholar.

Abstract:

Online healthcare communities allow physicians to share knowledge with peers (participate) and answer questions from patients (communicate) and patients to make appointment with doctors. How to motivate doctors to contribute expertise to help consumers achieve more judicious decisions is of fundamental importance for online healthcare platforms. We develop a dynamic equilibrium model in which doctors make participation and communication decisions to compete for demand from patients. The model recognizes learning from peers and the dynamic trade-off of the two decision variables: while publishing signals quality, it also intensifies competition among doctors in the long-run because of learning; communication helps increase demand at the risk of receiving lower ratings for service quality. Applying the model to a unique dataset with history of doctor participation and communication decisions, we estimate the viewership demand elasticity, returns to scale in production, and analyze the factors and efficiency of doctor's decisions and their implications. Estimates of the structural parameters explain observed heterogeneity in doctors' choice, frequency and intensity, and understand how participation in the online platform drives the change of doctor ranking/reputation/productivity. Counterfactual simulations allow us to evaluate various policy interventions and quantify the aggregate benefit for the health care providers.

Date : 27 July 2017 (Thu)

Time : 9:30 am – 10:00 am (Registration)

10:00 am – 11:30 am (Public Lecture by Dr Zhu Meng)

11:30 am – 1:00 pm (Public Lecture by Dr Ni Jian)

Venue : AG710, Core A, PolyU

To register, please send your name, post, organization, & contact number to mm.notice@polyu.edu.hk on or before 24 July 2017 (Mon).

Registration will be accepted on a first-come-first-served basis.



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