

Chunhua Wu

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The University of British Columbia
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Employment

Marketing and Behavioural Science Division, UBC Sauder School of Business

Division Chair *July 2023 – Present*

Associate Professor of Marketing *July 2020 – Present*

Finning Junior Professorship in Marketing *January 2016 – Present*

Assistant Professor of Marketing *July 2012 – June 2020*

Scientist, Creative Destruction Lab *July 2015 – Present*

Visiting Scholar, Cheung Kong Graduate School of Business *January 2023 – June 2023*

Education

Ph.D., Business Administration, Washington University in St. Louis *2007 – 2012*

B.S., Statistics, Fudan University *2003 – 2007*

Research Interests

The economic and market impacts of technology

Publications

Chan, Tat, Yijun Chen, and Chunhua Wu. 2023. Collaborate to compete: An empirical matching game under incomplete information in rank-order tournaments. forthcoming at *Marketing Science*.

Wu, Chunhua, Charles Weinberg, Qiyuan Wang, and Jason Ho. 2022. Administrative Trade Barrier: An Empirical Analysis of Exporting Hollywood Movies to China. *International Journal of Research in Marketing*. **39**(4) 1253-1274.

Wu, Chunhua and Koray Cosguner. 2020. Profiting from the decoy effect: A case study of an online diamond retailer. *Marketing Science*. **39**(5) 974-995.

Lewis, Michael, Yanwen Wang, and Chunhua Wu. 2019. Season ticket buyer value and the secondary market options. *Marketing Science*. **38**(6) 973-993.

- Wang, Yanwen, Chunhua Wu, and Ting Zhu. 2019. Mobile hailing technology and taxi driving behaviors. *Marketing Science*. **38**(5) 734-755.
- Wu, Chunhua. 2015. Matching value and market design in online advertising networks: An empirical analysis. *Marketing Science*. **34**(6) 906-921.
- Wu, Chunhua, Hai Che, Tat Y. Chan, and Xianghua Lu. 2015. The economic value of online reviews. *Marketing Science*. **34**(5) 739-754.
- Chan, Tat, Y., Chunhua Wu, and Ying Xie. 2011. Measuring the lifetime value of customers acquired from Google search advertising. *Marketing Science*. **30**(5) 837-850.
- Narasimhan, Chakravarthi, Purushottam Papatla, Baojun Jiang, Praveen K. Kopalle, Paul R. Messinger, Sridhar Moorthy, Davide Proserpio, Upender Subramanian, Chunhua Wu, and Ting Zhu. 2018. Sharing economy: Review of current research and future directions. *Customer Needs and Solutions*. **5**(1-2) 93-106.

Papers Under Review

- Wang, Qiyuan, Charles Weinberg, and Chunhua Wu. 2023. Improving Healthcare Accessibility and Equity: The Role of Online Health Platforms. Revise and resubmit at *Journal of Marketing Research*
- Wang, Qiyuan, Charles Weinberg, and Chunhua Wu. 2022. The Impact of Humanitarian Operations on Doctors' Care Provision: Empirical Evidence from a Volunteering Program.

Working Papers

- Wang, Qiyuan and Chunhua Wu. 2021. Does Airbnb save homes? The impact of Airbnb hosting on housing foreclosure.
- Wang, Kangkang, Chunhua Wu, and Ting Zhu. 2019. Price match guarantees in the age of showrooming: An empirical analysis.
- Zhang, Kaifu, Chunhua Wu, and Jack (Xinlei) Chen. 2016. Review extortion in an online marketplace.

Grants

Chunhua Wu, Charles B. Weinberg. Incentives, content contribution and information value in an online health community. SSHRC Insight Grant, 2021–2025.

Chunhua Wu, Ting Zhu, and Yanwen Wang. The economic impact of mobile hailing apps. SSHRC Insight Grant, 2015–2019.

Chunhua Wu and Yanwen Wang. Season ticket value and the secondary market. SSHRC Insight Development Grant, 2015–2017.

Yanwen Wang and Chunhua Wu. Drivers' labor supply, earnings, and surge pricing . SSHRC Insight Development Grant, 2019–2022.

Ting Zhu and Chunhua Wu. Can price matching defeat showrooming? SSHRC Insight, 2014–2017.

Student Supervision

Qiyuan Wang, Co-supervisor 2016–2021

Placement: Hong Kong Polytechnic University

Yitian (Sky) Liang, Dissertation committee member 2012–2017

Placement: Tsinghua University

Professional Service

Editorial Board Member: *Marketing Science*.

Journal Referee: *Marketing Science*; *Management Science*; *Journal of Political Economy*; *Journal of Marketing Research*; *Information Systems Research*; *Journal of Interactive Marketing*.

Teaching

Global Immersion Experience (MBA).

BAMA511 Pricing Analytics (MBAN).

BAIT518 Data Visualization (MBA/IMBA).

BAIT527 Business Intelligence (MBA).

COMM414 Data Visualization and Business Analytics (BCOMM).

COMM365 Market Research (BCOMM).

COMM590 Topics in Business Administration (PhD).

Big Data and Public Policy (Executive Education).

Awards and Honors

Killam Teaching Prize, University of British Columbia	2021
Olin Award, Washington University in St. Louis	2012
AMA Sheth Foundation Doctoral Consortium Fellow	2010
Hubert C. Moog Scholar, Washington University in St. Louis	2010
MasterCard Scholarship	2006

Academic Conferences and Invited Talks

Temple University	March, 2022
Cheung Kong Graduate School of Business	September, 2021
Carnegie Mellon University	March, 2021
Fourteenth UT Dallas FORMS Conference	February, 2020
Faculty Development Forum, Washington University in St. Louis	May, 2019
Frontiers Empirical Marketing Conference	November, 2018
University of Guelph	November, 2018
2018 CKGSB Marketing Conference, Shenzhen	July, 2018
2018 China India Insights Conference	July, 2018
2018 INFORMS Marketing Science Conference, Temple	June, 2018
6th Empirical and Theoretical Symposium, Guelph	May, 2018
Purdue University	April, 2018
Harbin Institute of Technology	June, 2017
2017 INFORMS Marketing Science Conference, USC	June, 2017
2nd CEIBS Marketing Conference, CEIBS	June, 2017
5th Empirical and Theoretical Symposium, McGill	May, 2017
2016 INFORMS Marketing Science Conference, Fudan University	June, 2016
2016 Inviational Choice Symposium, Lake Louise	May, 2016
Tenth UT Dallas FORMS Conference	February, 2016
Emory University	January, 2016
University of Colorado, Boulder	October, 2015
2015 SICS Conference, UC Berkeley	July, 2015
Fudan University	June, 2015
2014 INFORMS Marketing Science Conference, Emory University	June, 2014
UW-UBC Marketing Conference, University of Washington	June, 2014
University of Alberta	March, 2014
Seventh UT Dallas FORMS Conference	February, 2013
University of Minnesota	November, 2011
National University of Singapore	November, 2011

The University of Chicago	<i>October, 2011</i>
The University of British Columbia	<i>October, 2011</i>
Rice University	<i>October, 2011</i>
Cheung Kong Graduate School of Business	<i>October, 2011</i>
The Hong Kong University of Science and Technology	<i>September, 2011</i>
The Chinese University of Hong Kong	<i>September, 2011</i>
2011 INFORMS Marketing Science Conference, Rice University	<i>June, 2011</i>
2010 China India Consumer Insights Conference, Yale University	<i>July, 2010</i>
2010 AMA Sheth Foundation Doctoral Consortium	<i>June, 2010</i>
2009 INFORMS Marketing Science Conference, University of Michigan	<i>June, 2009</i>
2009 Collaborative and Multidisciplinary Research Conference, Yale University	<i>May, 2009</i>
2008 INFORMS Marketing Science Conference, UBC	<i>June, 2008</i>

Industry Research Presentations

Lululemon, Vancouver, Canada	<i>November, 2020</i>
BCAA, Vancouver, Canada	<i>February, 2019</i>
Zbird Inc, Shanghai, China	<i>July, 2018</i>
Yidao Yongche, Beijing, China	<i>May, 2016</i>
Didi Chuxing, Hangzhou, China	<i>June, 2015</i>
Alibaba Group, Hangzhou, China	<i>June, 2015</i>

Other Experience

Investor, SpaceX	<i>2020, 2022, 2023</i>
Co-founder, Diandai.com	<i>2007</i>
Media Scheduling Analyst, Shanghai Media Group	<i>2006</i>
Credit Risk Assistant Analyst, MasterCard Advisors	<i>2006</i>

Last Updated: July 2023