

# Chunhua Wu

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## Employment

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Assistant Professor of Marketing *July 2012 – Present*  
Finning Junior Professorship in Marketing *January 2016 – Present*  
Sauder School of Business, University of British Columbia

## Education

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Ph.D., Business Administration, Washington University in St. Louis *2007 – 2012*  
B.S., Statistics, Fudan University *2003 – 2007*

## Research Interests

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Internet Advertising, User Generated Contents, CRM, Mobile Platforms, Matching Models

## Publications

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- Wu, Chunhua, and Koray Cosguner. 2020. Profiting from the decoy effect: A case study of the online diamond marketplace. forthcoming at *Marketing Science*.
- 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**

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Chan, Tat, Yijun Chen, and Chunhua Wu. 2019. Collaborate to compete: An empirical matching game under incomplete information in rank-order tournaments. Revise and resubmit at *Marketing Science*.

Wang, Kangkang, Chunhua Wu, and Ting Zhu. 2019. Price match guarantees in the age of showrooming: An empirical analysis. Revise and resubmit at *Journal of Marketing*.

Zhang, Kaifu, Chunhua Wu, and Jack (Xinlei) Chen. 2016. Review extortion in an online marketplace. Reject and resubmit at *Management Science*.

## **Working Papers**

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Wang, Qiyuan, Chunhua Wu, and Charles Weinberg. 2019. Demand estimation with large product sets: Using machine learning to reduce estimation bias.

Wu, Chunhua, Charles Weinberg, and Jason Ho. 2018. Act global, protect local: Hollywood movies in China.

Wang, Kangkang and Chunhua Wu. 2018. Strategic product design outsourcing in competitive markets.

## **Work in Progress**

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Does Airbnb save homes? The impact of Airbnb on housing foreclosure. with Qiyuan Wang.

Vertical product differentiation in two-sided markets: An empirical analysis of mobile hailing platforms. with Yanwen Wang and Fan Yang.

The impact of digital learning apps on kids' learning performance. with Yanwen Wang and Fan Yang.

## **Grants**

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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

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Yitian (Sky) Liang (placement: Tsinghua University), dissertation committee member, 2012–2017.

Fan Yang, ongoing supervision, 2016–present.

Qiyuan Wang, ongoing supervision, 2016–present.

## Journal Referee

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

## Teaching

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COMM365 Market Research (BCOMM). Evaluation: 4.6/5.0.

COMM414 Data Visualization and Business Analytics (BCOMM). Evaluation: 4.7/5.0.

BAIT527 Business Intelligence (MBA). Evaluation: 4.3/5.0.

COMM590 Topics in Business Administration (PhD).

Big Data and Public Policy (Executive Education).

## Programming Skills

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Linux, C, C++, R, Matlab, SQL, L<sup>A</sup>T<sub>E</sub>X, SAS, Python

## Academic Conferences and Invited Talks

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Johns Hopkins University (Scheduled)	<i>April, 2020</i>
Fourteenth UT Dallas FORMS Conference	<i>February, 2020</i>
Faculty Development Forum, Washington University in St. Louis	<i>May, 2019</i>
Frontiers Empirical Marketing Conference	<i>November, 2018</i>
University of Guelph	<i>November, 2018</i>
2018 CKGSB Marketing Conference, Shenzhen	<i>July, 2018</i>
2018 China India Insights Conference	<i>July, 2018</i>
2018 INFORMS Marketing Science Conference, Temple	<i>June, 2018</i>
6th Empirical and Theoretical Symposium, Guelph	<i>May, 2018</i>
Purdue University	<i>April, 2018</i>
Harbin Institute of Technology	<i>June, 2017</i>
2017 INFORMS Marketing Science Conference, USC	<i>June, 2017</i>
2nd CEIBS Marketing Conference, CEIBS	<i>June, 2017</i>
5th Empirical and Theoretical Symposium, McGill	<i>May, 2017</i>

2016 INFORMS Marketing Science Conference, Fudan University	<i>June, 2016</i>
2016 Inviational Choice Symposium, Lake Louise	<i>May, 2016</i>
Tenth UT Dallas FORMS Conference Emory University	<i>February, 2016</i> <i>January, 2016</i>
University of Colorado, Boulder	<i>October, 2015</i>
2015 SICS Conference, UC Berkeley	<i>July, 2015</i>
Fudan University	<i>June, 2015</i>
2014 INFORMS Marketing Science Conference, Emory University	<i>June, 2014</i>
UW-UBC Marketing Conference, University of Washington University of Alberta	<i>June, 2014</i> <i>March, 2014</i>
Seventh UT Dallas FORMS Conference University of Minnesota	<i>February, 2013</i> <i>November, 2011</i>
National University of Singapore	<i>November, 2011</i>
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**

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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**

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Co-founder, Diandai.com	<i>2007</i>
Media Scheduling Analyst, Shanghai Media Group	<i>2006</i>

Credit Risk Assistant Analyst, MasterCard Advisors

*2006*

### **Awards and Honors**

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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*