

# Chunhua Wu

Sauder School of Business  
University of British Columbia  
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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, CRM, Mobile Platforms, Matching Models

## Publications

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- Chunhua Wu. 2015. Matching value and market design in online advertising networks: An empirical analysis. *Marketing Science*. **34**(6) 906-921.
- Chunhua Wu, Hai Che, Tat Y. Chan and Xianghua Lu. 2015. The economic value of online reviews. *Marketing Science*. **34**(5) 739-754.
- Tat Y. Chan, 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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- Michael Lewis, Yanwen Wang and Chunhua Wu. 2018. Season ticket value and the secondary market. Under third round review (minor revision) at *Marketing Science*.
- Chunhua Wu, Yanwen Wang and Ting Zhu. 2018. Technology adoption, digital inequality and worker productivity: The case of mobile hailing apps. Under second round review at *Marketing Science*.

- Kaifu Zhang, Chunhua Wu and Jack (Xinlei) Chen. 2016. Review extortion in an online marketplace. Reject and resubmit at *Management Science*.
- Kangkang Wang and Chunhua Wu. 2015. Strategic product design outsourcing in competitive markets. Under review.

## **Working Papers**

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- Kangkang Wang, Chunhua Wu, and Ting Zhu. 2018. Price match guarantees in the age of showrooming: An empirical analysis. In preparation for submission.
- Chunhua Wu and Koray Cosguner. 2016. Profiting from asymmetrically dominated alternatives: The case of online diamond pricing. In preparation for submission.
- Chunhua Wu, Charles Weinberg, and Jason Ho. 2018. Act global, protect local: Hollywood movies in China. In preparation for submission.
- Tat Chan, Yijun Chen, and Chunhua Wu. 2018. Collaboration among competitors under incomplete information: An empirical matching model. In preparation for submission.
- Chunhua Wu, Yitian(Sky) Liang and Xinlei(Jack) Chen. 2014. An empirical analysis of the economic value in the daily deal market.

## **Work in Progress**

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- Fan Yang, Chunhua Wu, and Charles Weinberg. Effectiveness of price incentives as invitation to search: An empirical study.
- Qiyuan Wang, Chunhua Wu, and Charles Weinberg. Demand estimation with large product sets: Combining BLP with machine learning.

## **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.
- Ting Zhu and Chunhua Wu. Can price matching defeat showrooming? SSHRC Insight Grant, 2014-2017.

## **Student Supervision**

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- Yitian (Sky) Liang (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 Interactive Marketing.*

## Teaching

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COMM365 Market Research (BCOMM)

COMM414 Data Visualization and Business Analytics (BCOMM)

BAIT527 Business Intelligence (MBA)

## Programming Skills

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Linux, C, C++, R, Matlab, SQL,  $\LaTeX$ , SAS, Python

## Conferences and Invited Talks

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Purdue University	<i>April, 2018</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	<i>February, 2016</i>
Emory University	<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	<i>June, 2014</i>
University of Alberta	<i>March, 2014</i>
Seventh UT Dallas FORMS Conference	<i>February, 2013</i>
University of Minnesota	<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>

### **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	<i>2006</i>

### **Awards and Honors**

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Olin Award, Washington University in St. Louis	<i>2012</i>
AMA Sheth Foundation Doctoral Consortium Fellow	<i>2010</i>
Hubert C. Moog Scholar, Washington University in St. Louis	<i>2010</i>
MasterCard Scholarship	<i>2006</i>

Last updated: August 2018