

# 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. 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. 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, Chunhua Wu, and Ting Zhu. 2018. Price match guarantees in the age of showrooming: An empirical analysis. under review.

Chunhua Wu and Koray Cosguner. 2016. Profiting from asymmetrically dominated alternatives: The case of online diamond pricing. under review.

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

## **Working Papers**

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Tat Chan, Yijun Chen, and Chunhua Wu. 2018. Collaboration among competitors under incomplete information: An empirical matching model. in preparation for submission.

Kangkang Wang and Chunhua Wu. 2015. Strategic product design outsourcing in competitive markets. 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, L<sup>A</sup>T<sub>E</sub>X, 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: April 2018