

# Jiahua Wu

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CONTACT INFORMATION	Imperial College Business School 382 Tanaka Building South Kensington Campus Imperial College London London, SW7 2AZ, UK	+44(0)20-7594-9851 j.wu@imperial.ac.uk www.imperial.ac.uk/people/j.wu
ACADEMIC EMPLOYMENT	Assistant Professor of Operations Management <i>Imperial College Business School, Imperial College London</i>	2014 – present
EDUCATION	<b>Ph.D.</b> , Operations Management <i>Rotman School of Management, University of Toronto</i>	2009 – 2014
	<b>M.A.Sc.</b> , Computer Engineering <i>Department of Electrical and Computer Engineering, University of Toronto</i>	2007 – 2009
	<b>B.Eng.</b> , Electronics Information Engineering <i>Department of Electronic Engineering, Tsinghua University</i>	2003 – 2007
RESEARCH INTERESTS	<b>Topics:</b> Operations-marketing interface, behavioral decision-making, revenue management, supply chain management <b>Methodologies:</b> Game theory and optimization, dynamic programming, econometrics	
PUBLICATIONS	“Liking and following and the newsvendor: Operations and marketing policies under social influence” with Ming Hu and Joseph Milner, 2016, <i>Management Science</i> , <b>62</b> (3), 867-879 “Threshold effects in online group buying” with Mengze Shi and Ming Hu, 2015, <i>Management Science</i> , <b>61</b> (9), 2025-2040 “Simultaneous vs. sequential group-buying mechanisms” with Ming Hu and Mengze Shi, 2013, <i>Management Science</i> , <b>59</b> (12), 2805-2822	
WORKING PAPERS	“‘Big data’ vs. ‘small data’: Consumer profiling with data requirements” with Tommaso Valletti “Contingent stimulus in crowdfunding” with Longyuan Du and Ming Hu	
TEACHING ACTIVITIES	<b>Instructor</b> <i>Imperial College Business School, Imperial College London</i> BS1808 Logistics and Supply Chain Analytics, 2016, 2017 BS1802 Statistics and Econometrics, 2015, 2016 BS0821 Project Management, 2015, 2016, 2017 BS0924 Management Science and Operations, 2015	2015 – present