

# Jiahua Wu

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CONTACT INFORMATION	386A Business School South Kensington Campus Imperial College London UK, SW7 2AZ	+44(0)20-759-49851 <a href="mailto:j.wu@imperial.ac.uk">j.wu@imperial.ac.uk</a> <a href="https://github.com/wu-jiahua">wu-jiahua.github.io</a> <a href="https://profiles.imperial.ac.uk/j.wu">profiles.imperial.ac.uk/j.wu</a>
ACADEMIC EMPLOYMENT	<b>Imperial Business School, Imperial College London</b> Associate professor of operations Assistant professor of operations	2020 – 2014 – 2020
EDUCATION	<b>Rotman School of Management, University of Toronto</b> Ph.D., Operations management <b>Department of Electrical and Computer Engineering, University of Toronto</b> M.A.Sc., Computer engineering <b>Department of Electronic Engineering, Tsinghua University</b> B.Eng., Electronics information engineering	2009 – 2014 2007 – 2009 2003 – 2007
RESEARCH INTERESTS	Technology-enabled markets, revenue management, mechanism design	
BOOK CHAPTERS	"Online group buying and crowdfunding: Two cases of all-or-nothing mechanisms" with M. Hu and M. Shi, 2019, <i>Sharing Economy: Making Supply Meet Demand</i> , M. Hu (ed.), 319–346, in <i>Springer Series in Supply Chain Management</i> , C. Tang (series ed.)	
PUBLICATIONS	"Intertemporal price discrimination via randomized promotions" with H. Chen and M. Hu, 2023, <i>Manufacturing and Service Operations Management</i> , <b>25</b> (3), 1176-1194 "Contingent stimulus in crowdfunding" with L. Du and M. Hu, 2022, <i>Production and Operations Management</i> , <b>31</b> (9), 3543-3558 "Sales effort management under all-or-nothing constraint" with L. Du and M. Hu, 2021, <i>Management Science</i> , <b>68</b> (7), 5109-5126 "Consumer profiling with data requirements: Structure and policy implications" with T. Valletti, 2020, <i>Production and Operations Management</i> , <b>29</b> (2), 309-329 "Liking and following and the newsvendor: Operations and marketing policies under social influence" with M. Hu and J. Milner, 2016, <i>Management Science</i> , <b>62</b> (3), 867-879 "Threshold effects in online group buying" with M. Shi and M. Hu, 2015, <i>Management Science</i> , <b>61</b> (9), 2025-2040 "Simultaneous vs. sequential group-buying mechanisms" with M. Hu and M. Shi, 2013, <i>Management Science</i> , <b>59</b> (12), 2805-2822 "Keep cache replacement simple in peer-assisted VoD systems" with B. Li, in the Proceedings of <i>IEEE INFOCOM 2009</i> , Rio de Janeiro, Brazil	

WORKING PAPERS "Pricing AI as a Service" with I. Lobel and Y. Sun

"The Role of Prescreening in Auctions with Predictions" with Y. Sun, F. Sun and C. Yan  
 - Preliminary version accepted at WINE 2025

"Information design and pricing in lead-selling platforms with supply competition" with Y. Sun, N. Zamani-Foroushani and Z. Liu  
 - Preliminary version accepted at EC 2024

"Over-pledging in crowdfunding: Evidence from Kickstarter" with W. Deng, M. Shi and M. Hu

"IT and operations miscoordination in a supply chain: Case of a quick-service restaurant chain" with P. Luo and M. Hu

TEACHING ACTIVITIES **Imperial Business School, Imperial College London**

Data analytics and visualisation	2023 –
Logistics and supply chain analytics	2016 –
Statistics and econometrics	2015 – 2024
Project management	2015 – 2019

PROFESSIONAL ACTIVITIES **Associate editor**

Naval Research Logistics	2021 –
Decision Sciences	2026 –

**Judge**

MSOM student paper competition  
 POMS College of SCM student paper competition  
 SIGs of MSOM conference

**Referee**, Management Science, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Naval Research Logistics, OMEGA, European Journal of Operational Research