

Jiahua Wu

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ACADEMIC EMPLOYMENT	Imperial Business School, Imperial College London Associate professor of operations Assistant professor of operations	2020 – 2014 – 2020
EDUCATION	Rotman School of Management, University of Toronto Ph.D., Operations management Department of Electrical and Computer Engineering, University of Toronto M.A.Sc., Computer engineering Department of Electronic Engineering, Tsinghua University 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> , 25 (3), 1176-1194 "Contingent stimulus in crowdfunding" with L. Du and M. Hu, 2022, <i>Production and Operations Management</i> , 31 (9), 3543-3558 "Sales effort management under all-or-nothing constraint" with L. Du and M. Hu, 2021, <i>Management Science</i> , 68 (7), 5109-5126 "Consumer profiling with data requirements: Structure and policy implications" with T. Valletti, 2020, <i>Production and Operations Management</i> , 29 (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> , 62 (3), 867-879 "Threshold effects in online group buying" with M. Shi and M. Hu, 2015, <i>Management Science</i> , 61 (9), 2025-2040 "Simultaneous vs. sequential group-buying mechanisms" with M. Hu and M. Shi, 2013, <i>Management Science</i> , 59 (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

"Beyond one shot: Contracting for sequential trials" with Y. Sun and J. Wu
 - Preliminary version accepted at EC 2026

"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