

Ruhai Wu

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EDUCATION

2006	Ph.D. Economics, University of Texas at Austin
2002	M.S. Economics, University of Texas at Austin
1999	M.S. Finance, Tsinghua University, Beijing, China
1997	B.A. Finance, Tsinghua University, Beijing, China

PROFESSIONAL EXPERIENCE

2017 – Present	Associate Professor of Marketing DeGroote School of Business, McMaster University
2014 – 2016	Chair of Marketing, Associate Professor DeGroote School of Business, McMaster University
2009 – 2014	Assistant Professor of Marketing DeGroote School of Business, McMaster University
2006 – 2009	Visiting Assistant Professor Barry Kaye College of Business, Florida Atlantic University

RESEARCH INTERESTS

Pricing Strategy: Price Discrimination and Price Competition

Supply Chain and Distribution Channel: Channel Conflicts and Integration, Dual Channel Relationship, OmniChannel, Contract and Renegotiation

Promotion and Advertising: Target Advertising, Social Media Marketing, Search Engine Marketing, Online WOMs

E-Commerce Business Model: Multi-sided Platform, Sharing Economy, Social Commerce

SELECTED PUBLICATIONS

Selected Journal Articles:

- Lin, Mei, Ruhai Wu, "**Production Cost Heterogeneity in the Circular City Model**", *Operations Research Letters*, 2015, 43(4), 401-404.
- Kacker, Manish, Ruhai Wu, "**Special Investments in Franchisor-Franchisee Relationships: A Model**", *Journal of Marketing Channels*, 2013, Vol. 20:1-2, pp.120-140.
- Rinallo, Diego, Suman Basuroy, Ruhai Wu, Jean Jeon, "**Ethical Dilemma in Advertising and Media Coverage**", *Journal of Business Ethics*, 2012, June, 1-17.
- Wu, Ruhai, Xianjun Geng, Andrew B. Whinston, "**A General Model of Partial Resale**," *Decision Support System*, 2012, Vol. 53, pp. 108-117.
- Wu, Ruhai, Suman Basuroy, Srinath Beldona, "**Integrating Production Cost in Channel Decisions**," *Journal of Retailing*, 2011, Vol.87, pp 101-110
- Geng, Xianjun, Ruhai Wu, Andrew B. Whinston, "**Profiting from Partial Allowance of Ticket Resale**," *Journal of Marketing*, 2007, Vol. 71 (April), pp. 184-195.

Selected Conference Proceedings

- Wu, Ruhai and Anomitra Bhattacharya. 2019 February. Vertical Segmentation Pricing Policy by Online Platforms, *Proceedings of the 2019 AMA Winter Academic Conference*, Austin, TX. **Conference Best Paper Award**.
- Li, Di, Ruhai Wu, and Hu Wang. 2019 January. Management Response to Online Customer Reviews in Distribution Channel: A Perspective of Manufacturers, *Proceedings of the 52th Hawaii International Conference on System Sciences*, Grand Wailea, Hawaii.
- Kayed, Mohammad, Manish Kacker, Farhad Sadeh, and Ruhai Wu. 2018 February. Channel Governance through Brand Equity: Implications for Capital Allocation to Brand Investments, *Proceedings of 2018 AMA Winter Academic Conference*.
- Eslaminosratabadi, Hadi, Devashish Pujari, and Ruhai Wu. 2017 August. Locus of Innovation in Co-development Alliance with the Incumbent: Roles of Alliance Governance and the Small Firms' Internal Knowledge, *Proceeding of 2017 Summer AMA Conference*, San Francisco, U.S.
- Zou, Xiang, Ruhai Wu, and Weijun Zhong. 2017 June. Impression Effect Vs. Click-Through Effect – Mechanism Design of Online Advertising. *Proceedings of the 50th Hawaii International Conference on System Sciences*, Kona, Hawaii. The Institute of Electrical and Electronics Engineers, Inc.
- Wu, Ruhai, Kairan Liu, and Jie Jian. 2016 June. Quantity Discount Policy with Resale among Competing Retailers. *Proceedings of 38th Annual ISMS Marketing Science Conference* (pp. 11, extended abstract) Shanghai, China: School of Management Fudan University.
- Wu, Ruhai and Martin Qiu. 2016 January. Seller Manipulation of Consumer Reviews under Competition. *Proceedings of the 49th Hawaii International Conference on System Sciences*, Kuaii, Hawaii. The Institute of Electrical and Electronics Engineers, Inc.
- Kacker, Manish and Ruhai Wu. 2012 December. Intra-brand Competition and Dual Distribution. In P.K. Chintagunta, P. Kotler, B.V. Balachandran (Eds.), *Proceedings of Sixth Great Lakes-NASMEI Marketing Conference*. Paper presented at Sixth Great Lakes-NASMEI Marketing Conference, Chennai, India (pp. 48-50, extended abstract). Tamil Nadu, India: North American Society for Marketing Education in India (NASMEI). **Conference Best Paper Award**.

SELECTED GRANTS

- “Merger and Acquisition of Platform Economies,” Mitacs Globalink, 2019-2020.
- “Platform Management in Sharing Economy,” Mitacs Globalink Research Internship, 2018-2019.
- “StareCrowd: A New Paradigm for Mobile Crowdsensing,” NSERC (Nature Sciences and Engineering Research Council of Canada), 2016-2018.
- “Consumer Search and Retailing: The Case of Bluetooth Low Energy,” SSHRC (Social Sciences and Humanities Research Council of Canada), 2016-2018.
- “Social Commerce Development Strategy under O2O,” State Administration of Foreign Experts Affairs, P.R. China, 2014-2015.
- “Managing User-Generated Business in IT Platforms,” McMaster Incentive Grant, 2014-2015.
- “Impact of User-Generated Businesses: Applications in the Sports and Event Tickets Industry,” SSHRC (Social Sciences and Humanities Research Council of Canada), 2010-2012.

ACADEMIC EXCHANGE ACTIVITIES

- Visiting scholar at Tsinghua University (2017 Spring)
- Presented at over 20 universities in Canada, China, Singapore, U.S.
- Supervised 14 visiting students and scholars from 10 universities, including Beijing University of Posts and Telecommunications, Chongqing University of Posts and Telecommunications, Dalian Technology Institution, Fudan University, Hong Kong City University, Nankai University, Nanjing University, Jiangsu University of Technology, Southeast University, Wuhan University of Technology, University of Tehran.

PROFESSIONAL SERVICES

- Associate editor at *Decision Support systems* (2008-2014)
- Ad hoc Reviewer at
 - *Journal of Marketing Research*
 - *Journal of Business Research*
 - *Sustainability*
 - *Information Systems Research*
 - *Decision Support Systems*
 - *Electronic Commerce Research and Applications*
 - *Journal of Theoretical and Applied Electronic Commerce Research*
 - *Information Systems Frontiers*
 - *Production and Operations Management*
 - *European Journal of Operation Research*
 - *Review of Industrial Organization*
 - *Journal of Applied Economics*
 - *Review of Network Economics*

COMMUNITY SERVICES AND INDUSTRIAL PROJECTS

- President of McMaster Association of Chinese Professor (2018-2020)
- Founder and Director of Digital Market Clinic (2019)