

Kejia Hu

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EDUCATION

- 2013 – 2017 **Ph.D. Operations Management**
Kellogg School of Management, Northwestern University, U.S.
Thesis: Empirical Operations Management
Committee: Jan A. Van Mieghem, Achal Bassamboo, Sunil Chopra, Gad Allon
- 2011 – 2013 **M.S. Statistics**
Department of Statistics, University of California, Davis, U.S.
Thesis: Prediction with Generalized Linear Mixed Model using Lasso
Advisor: Jiming Jiang
- 2007 – 2011 **B.S. Statistics**
School of Management, Fudan University, China

ACADEMIC POSITIONS

Standing

- 2024 – Present **Program Co-director for Diploma of AI in Business**
University of Oxford, Saïd Business School
- 2024 – Present **Founding Director of Human-Algorithm Interaction Lab (HAI Lab)**
University of Oxford, Saïd Business School
- 2023 – Present **Associate Professor of Management Science**, Saïd Business School
Governing Body Fellow, Exeter College
University of Oxford
- 2022 – Present **Senior Editor** of *Service Operations Management*
Production and Operations Management
- 2024 – Present **Department Editor**
IEEE Transactions on Technology Management
- 2022 – Present **Senior Editor** of *Service Operations Management*
Production and Operations Management
- 2026 – Present **Associate Editor**
Decision Science
- 2025 – Present **Guest Associate Editor**
Omega

2022 – Present	Editorial Review Board <i>Journal of Operations Management</i>
2022 – Present	Board Member <i>POMS College of Service Operations</i>
2025 – Present	Chair <i>INFORMS, Service Science Cluster</i>
2023 – 2025	Vice Chair <i>INFORMS, Service Science Cluster</i>
2017 – Present	Academic Scholars Cornell University, Cornell Institute for Healthy Futures

Previous

2022 – 2023	Associate Professor of Operations Management China Europe International Business School (CEIBS), China
2017 – 2023	Assistant Professor of Operations Management Awarded as Brownlee O. Currey Jr. Dean's Faculty Fellow, 2019 Vanderbilt University, Owen Graduate School of Management

PUBLICATIONS

Research Areas: Human-AI Interaction, Service System Design, and Forecasting.

Appeared/Forthcoming

- [To What Extent Do Workers' Preferences Matter?](#)
 with Zhenzhen Jia, Jianqiang Hu, and Vishal Ahuja
Manufacturing & Service Operations Management ◦ Accepted
 ★ 2020 *INFORMS Best Working Paper Award Behavioral OM Runner Up*
 ★ 2021 *POMS College of Behavior OM Junior Scholar Paper Honorable Mention*
 ★ 2021 *INFORMS Service Science Best Cluster Paper Award Finalist*
- [Building Trust in the Digital Economy.](#)
 with Xiang Li, Jasper Xu
Digital Transformation and Society ◦ 2026
- [Supplier Selection Criteria under Heterogeneous Sourcing Needs: Evidence from an Online Marketplace for Selling Production Capacity](#)
 with Kong Lu, and Zhenzhen Jia
Production and Operations Management ◦ 2024

4. [Delegation with Technology Migration: An Empirical Analysis of Mobile Virtual Network Operators](#)
with Fan Zou, Yan Dong, and Sriram Venkataraman
Management Science ◦ 2024
★ *2021 DSI Doctoral Research Showcase Award*
5. [WeStore or AppStore: Customer Behavior Differences in Mobile Apps and Social Commerce](#)
with Nil Karacaoglu
Production and Operations Management ◦ 2024
★ *2021 INFORMS TIMES Best Working Paper Award Third Place*
6. [Reproducibility in Management Science](#)
with Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and the Management Science
Reproducibility Collaboration (Note: Member of the Reproducibility Collaboration)
Management Science ◦ 2023
7. [Service Chains' Operational Strategies: Standardization or Customization? Evidence from the
Nursing Home Industry](#)
with Lu Kong and Rohit Verma
Manufacturing & Service Operations Management ◦ 2022
8. [Analytics Applications and Strategies in the Restaurant Industry](#)
with Xiande Zhao and Morgan Swink
Production and Operations Management ◦ 2022
9. [Understanding Customers' Retrial in Call Centers: Preferences of Service Speed and Service Quality](#)
with Gad Allon and Achal Bassamboo
Manufacturing & Service Operations Management ◦ 2021
10. [The Effect of Tightening Standards on Automakers' Non-Compliance](#)
with Sunil Chopra, and Yuche Chen
Production and Operations Management ◦ 2021
11. [Forecasting Product Life Cycle Curves: A Practical Approach and Empirical Analysis](#)
with Jason Acimovic, Francisco Erize, Douglas J. Thomas, and Jan A. Van Mieghem
Manufacturing & Service Operations Management ◦ 2018
★ *2017 M&SOM Practice—based Competition Finalist*
12. [Product Life Cycle Data Set: Raw and Cleaned Data of Weekly Orders for Personal Computers](#)
with Jason Acimovic, Francisco Erize, Douglas J. Thomas, and Jan A. Van Mieghem
Manufacturing & Service Operations Management ◦ 2018
13. [NOx Emissions from Diesel Cars Increase with Altitude](#)
with Yuche Chen, Xuanke Wu, Kejia Hu, and Jens Borken—Kleefeld
Transportation Research Part D: Transport and Environment ◦ 2023

14. [Caring for an Aging Population in a Post-Pandemic World: Emerging Trends in the U.S. Older Adult Care Industry](#)
with Lu Kong and Matthew Walsman
Service Science ◦ 2021
15. [Fostering Older Adult Care Experiences to Maximize Well-Being Outcomes: A Conceptual Framework](#)
with Sertan Kabadayi, Yuna S.H. Lee, Lydia Hanks, Matthew Walsman, and David Dobrzykowski
Journal of Service Management ◦ 2020
16. [Equilibrium Fuel Supply and Carbon Credit Pricing under Market Competition and Environmental Regulations](#)
with Yuche Chen
Applied Energy ◦ 2019
17. [Technological Growth of Fuel Efficiency in the European Automobile Market, 1975–2015](#)
with Yuche Chen
Energy Policy ◦ 2016
18. [A Dynamic Programming Approach for Modeling Low-carbon Fuel Technology Adoption Considering Learning-by-doing Effect](#)
with Yuche Chen, Yunteng Zhang, Yueyue Fan, and Jianyou Zhao
Applied Energy ◦ 2017
19. [Strategic Choice of Open and Closed Platforms: Game Theory Analysis of Downstream Vendors' Behavior based on Demand and Cost Advantages](#)
with Guangzhen Guo and Yulan Zhang
China Industrial Economics ◦ 2017
20. [Best Predictive Generalized Linear Mixed Model with Predictive Lasso for High-speed Network Data Analysis](#)
with Jaesik Choi, Alex Sim, and Jiming Jiang
International Journal of Statistics and Probability ◦ 2015
21. [Estimating and Forecasting Network Traffic Performance based on Statistical Patterns Observed in SNMP Data](#)
with Alex Sim, Demetris Antoniadis, and Constantine Dovrolis
Proceedings of International Workshop on Machine Learning and Data Mining in Pattern Recognition ◦ 2013
22. [Regional Reserves Growth Shows Decline in Annual Rate of Increase](#)
with Gongming Yu and Yijun Wang
Oil & Gas Journal ◦ 2016

Under Review/Revision

1. [Teaching at a Distance, Scrutinized Up Close: Bias in the Online Student Evaluation of Teaching](#)
with Lu Kong, Lanfei Shi, Ting Wang
Production and Operations Management ◦ Minor
2. [Promotional Design for Small Businesses: The Operational Value of Online Deals](#)
with Simin Li and Martin Lariviere
Management Science ◦ Major Revision - Round 2
★ *2019 IBM Service Science Section Best Student Paper Competition Finalist*
3. [The Psychology of Virtual Queue: When Waiting Becomes Less Like Waiting](#)
with Nil Karacaoglu, Xun Xu and Xiang Li
Manufacturing & Service Operations Management ◦ Major Revision - Round 2
4. [Service Transformation for Aging Societies: Introducing Silver Prosperity Index \(SPI\)](#)
with Bich Diep Pham, Xin Ding, Rohit Verma
Journal of Services Marketing ◦ Major Revision - Round 1
5. [Domain-oriented vs. Sales-oriented Communication: Which Holds the Key in Livestreaming Commerce?](#)
with Demei Kong and Yongbo Xiao
Manufacturing & Service Operations Management ◦ Major Revision - Round 1
6. [How Women Promote Greater Social Responsibility on Social Media](#)
with Li Xiang, Lu Kong, and Huibin Du
Manufacturing & Service Operations Management ◦ Reject and Resubmit
★ *2021 INFORMS Social Media Analytics Section Best Student Paper Award Finalist*
7. [How Retail System Complexity Drives Inventory Record Inaccuracy: Empirical Evidence from Cross-border E-commerce](#)
with Ting Wang, Stanley Lim, Yun Fong Lim, Yugang Yu
Journal of Operations Management ◦ Reject and Resubmit
★ *2022 DSI Best Student Paper*
8. [Forecast & Flex: A Double Safeguard Framework for Production Planning](#)
with Sunil Chopra, Jan A. Van Mieghem, and Ting Wang
European Journal of Operational Research ◦ Reject and Resubmit
9. [The Role of High-value Surgical Supply Standardization in Healthcare: An Empirical Study of Orthopedic Surgeries](#)
with Vikram Tiwari, Ting Wang, David Xin, and Yun Fong Lim.
Management Science ◦ Reject and Resubmit
10. [Reducing Human Biases through AI: Empirical Evidence from a Consulting Platform](#)
with Bowen Lou and Bilal Baluch

Management Science ◦ Reject and Resubmit

11. [Managing Multi-Channel Marketing on E-Commerce Platforms: Evidence on Spillovers and Optimal Budget Allocation](#)

with Qiyuan Deng, Yajing Chen, and Yun Fong Lim

Manufacturing & Service Operations Management ◦ Under Review

12. [The Impact of Financial Incentives in Instant Retail: An Empirical Investigation](#)

with Ruijie Zhang, Yiyin Zhang, and Xiande Zhao

Production and Operations Management ◦ Under Review

13. [Dynamic AI-Human Co-Learning in Service Operations: Balancing Knowledge Sampling and Reputational Risks in a Two-Stage Model](#)

with Luyao Wang and Jianqiang Hu

ACM Transactions on Social Computing ◦ Under Review

14. [Collaborative Intelligence: The Role of Generative AI in Complementing Human Investors in Predicting Venture Success](#)

with Zhuo Chen and Xiang Li

Management Science ◦ Under Review

15. [Epitome: Pioneering an Experimental Platform for AI-Social Science Integration](#)

with Jingjing Qu, Jun Zhu, Yulei Ye, Wenhao Li, Teng Wang, Zhiyun Chen, Chaochao Lu, Aimin Zhou, Xiangfeng Wang, Xia Hu, James Evans

Nature human behaviour ◦ Under Review

16. [From Calibrated Confidence to Calibrated Reliance: Human-Aware Confidence Communication for AI-Assisted Decision Making](#)

with Zijia Wang

ACM Transactions on Social Computing ◦ Under Review

CASE STUDY

- Jointown Pharmaceutical Group Co Ltd, China (with Prof. Jianqiang Hu, Fudan University, China) [Link](#)
—Awarded as the National Top 100 MBA Case Studies, China, 2011

HONORS, AWARDS & CERTIFICATES

- Research Excellence Award Finalist, Said Business School, University of Oxford, 2025
- Teaching Excellence Award Finalist, Said Business School, University of Oxford, 2025
- TUM—IAS Dieter Schwarz Fellowship, Germany, 2024
- Dean's Research Excellence Award, University of Oxford, 2024
- QUIS Rising Star Award for Research Excellence in Service Management, 2023
- Poets and Quants, Best 40 under 40 Professors, 2023

- Harvard Business School “Data Science for Business” Certificate, 2022
- Vanderbilt Course Improvement Grant, 2022
- Management Science Distinguished Service Award, 2022
- Vanderbilt Research Productivity Award, 2022
- Management Science Distinguished Service Award, 2020
- Vanderbilt Strong Faculty Grant, 2020
- Business of VU (Vanderbilt University) Certificate, 2020
- MIT Sloan + CSAIL “Artificial Intelligence” Certificate, 2020
- M&SOM Meritorious Service Award, 2019
- Brownlee O. Currey Jr. Dean's Faculty Fellow, 2019
- SEC Faculty Travel Grant, 2019
- Vanderbilt Junior Faculty Teaching Fellowship, 2018

INVITED INSTITUTIONAL TALKS

Academia

1. Durham University, UK, 2026
2. Global Technology Forum, Germany, 2025
3. HEC Paris, France, 2025
4. Bristol University, UK, 2025
5. University of Florida, US, 2025
6. University of Birmingham, UK, 2024
7. Tsinghua University, China, 2024
8. Technical University of Munich, Germany, 2024
9. Wilfrid Laurier University, Canada, 2024
10. University of South Florida, U.S., 2024
11. Rutgers University, U.S., 2024
12. Zhejiang University, China, 2023
13. University of Oxford, UK, 2023
14. Harvard Business School, IMS/HBS Data Science Conference, U.S., 2022
15. University of California, Davis, U.S., 2022
16. Yale University, School of Management, U.S., 2022
17. Singapore Management University, Singapore, 2021
18. Michigan State University, U.S., 2021
19. University of Toronto, Canada, 2021
20. IIASA, Austria, 2021
21. Purdue University, U.S., 2020

22. University of California, Davis, U.S., 2019
23. University of Pennsylvania, Wharton School, Empirical Workshop, U.S., 2019
24. Cornell University, Thought Leadership Forum, U.S., 2019
25. Zhejiang University, Empirical Workshop, China 2019
26. Ohio State University, Fisher School of Management, U.S., 2019
27. Fudan University, School of Management, China 2018
28. Texas A&M University, Mays Business School, U.S., 2018
29. Zhejiang University, School of Management, China, 2018
30. Tianjin University, College of Business Administration, China, 2018
31. China Europe International Business School (CEIBS), China, 2018
32. London Business School, United Kingdom, 2017
33. Southern Methodist University, Cox School of Business, U.S., 2017
34. University of Oxford, Said Business School, United Kingdom, 2017
35. Nanyang Technological University, Nanyang Business School, Singapore, 2017
36. Emory University, Goizueta Business School, U.S., 2017
37. Cornell University, SC Johnson College of Business, U.S., 2016
38. Peking University, Guanghua School of Management, China, 2016
39. HKUST Business School, China, 2016
40. Vanderbilt University, Owen Graduate School of Management, U.S., 2016
41. University of Hong Kong, Business School, China, 2016
42. Fudan University, School of Management, China, 2016
43. University of Notre Dame, Mendoza College of Business, U.S., 2016
44. University of Illinois Urbana-Champaign, Gies College of Business, U.S., 2016
45. City University of Hong Kong, College of Business, China, 2016
46. West Virginia University, College of Business and Economics, U.S., 2016
47. Oregon State University, College of Business, U.S., 2016

Industry


48. IBM AI Innovation Center, China, 2026
49. PWC Global AI Center, China, 2026
50. China Merchants Group, China, 2026
51. SGS, China, 2026
52. Otis, China, 2025
53. Range Rover, China, 2025
54. PWC, China, 2025
55. China Merchants Group, China, 2025

56. Media, China, 2025
57. Paper & Pulp Industry Annual Conference, China, 2025
58. China Resources, China, 2024
59. JP Morgan's International Private Banking Leadership Meeting, London, UK, 2024
60. C&D Inc., China, 2024
61. Intertek, UK & China, 2023
62. Mixue Bingcheng, China, 2023
63. The Kraft Heinz Company, China, 2022
64. EVE Energy Co., Ltd., China, 2022
65. Protestant Church-Owned Publishers Association, U.S., 2022
66. Marriott International: Multi-Channel Customer Relationship Management, U.S., 2017

MEDIA COVERAGE

1. *“Navigating the Four-level Framework of AI Transformation in Business”* WAIC UP 2024.
2. *“AI and Society — WAIC 2024”* Shanghai Radio News Station 2024.
3. *“Global Vanderbilt: Featuring Kejia Hu”* Vanderbilt News 2022. [Link](#)
4. *“Vanderbilt Business Live — Standardization versus Customization in Service Chains”* LinkedIn 2022.
5. *“Optimizing Data Collection is on the Table for the Restaurant Industry”* Vanderbilt News 2022. [Link](#)
6. *“Research Snapshot: COVID-19 is the disruptive moment the older adult care industry has been waiting for”* Vanderbilt News 2021. [Link](#)
7. *“New Research Identifies Service Frameworks to Improve Customer Service Without Breaking the Bank”* Vanderbilt News 2021. [Link](#)
8. *“Tightening Vehicle Emissions Standards Resulted in Higher Rates of Automaker Non-Compliance”* Vanderbilt News 2021. [Link](#)
9. *“Launching New Tech? How Do You Make Data—Driven Decisions Without Any Sales Data?”* Vanderbilt News 2018. [Link](#)
10. *“What Volkswagen’s Emissions Scandal Can Teach Us About Why Companies Cheat”* Kellogg Insights 2017. [Link](#)
11. *“How to Predict Demand for Your New Product”* Kellogg Insights 2017. [Link](#)
12. *“Empiricist Brings Skills with Big Data to Service Operations Research”* Vanderbilt Faculty Spotlight 2017. [Link](#)

TEACHING EXPERIENCE

 Poets and Quants, Best 40 under 40 Business School Professors, 2023

Associate Professor, Said School of Management, University of Oxford

- Statistical Research Methods (PhD 2023—Present)

- Business Analytics (MBA 2023—Present)
- Harness the Power of AI in Business Transformation (Exec Ed 2024 — Present)
- Program Director of Diploma of AI in Business (Exec Ed 2024 — Present)

Associate Professor, CEIBS

- Redefining Business Strategy: Bridging AI Capabilities with Human Brilliance (DBA and Exec Ed 2023)
- Strategic Operations Management (GEMBA 2023)
- Business Analytics (MBA 2022)

Assistant Professor, Owen School of Management, Vanderbilt University

- Management of Service Operations (MBA 2018—2021)
- Operations Management (Undergraduate 2019—2021)

PROFESSIONAL SERVICES

Academic Field

Leadership & Governance Roles

2025 – Present	Chair, INFORMS Service Science Section
2022 – Present	Board Member, POMS — College of Service Operations
2021 – Present	Member Engagement Committee, POMS College of Service Operations
2023 – 2025	Vice Chair, INFORMS Service Science Section
2021 – 2023	Board Member, INFORMS Service Science Section

Editorial and Reviewing Roles

2024–Present	Department Editor, <i>IEEE Transactions on Engineering Management</i>
2025–Present	Associate Editor, <i>Decision Science</i>
2026	Guest Editor, ACM Transaction on Social Computing: Bridging AI and Social Science: Human–Algorithm Interaction at Scale
2026	Guest Editor, Omega Special Issue: AI-Augmented MS/OR for Digital Operations and Emerging Technologies
2022–Present	Senior Editor, <i>Production and Operations Management</i>
2022–Present	Editorial Review Board Member, <i>Journal of Operations Management</i>
2017–Present	Reviewer for Top-Tier Journals, including: <i>Management Science</i> , <i>Operations Research</i> , <i>Manufacturing & Service Operations Management</i> , <i>Production and Operations Management</i> , <i>Naval Research Logistics</i> , <i>Journal of Operations Management</i> , <i>Service Science</i>

Conference Roles

2023–Present	Conference Chair, HAI Workshop Oxford, UK
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2026	Conference Chair, 21st International Conference on Service Systems and Service Management
2025	Cluster Chair, INFORMS International Conference – Service Science
2025	Conference Chair, INFORMS Service Science
2024	Cluster Co-Chair, INFORMS Service Science
2023–2024	Track Chair, Service Operations, 34th POMS Annual Conference
2022–2023	Track Chair, Service Operations, 33rd POMS Annual Conference
2018–2019	Track Chair, Service Operations, 29th POMS Annual Conference
2022–2023	Proceedings Chair, 16th QUIS Conference
2024	Panelist, Doctoral Symposium, INFORMS Service Science
2024	Panelist, Editorial Insights, POMS College of Service Operations
2024	Panelist, Academic Job Search Panel, INFORMS
2019	Panelist, Academic Job Search Panel, INFORMS
2017–Present	Session Chair, INFORMS Annual Conferences
2017–Present	Session Chair, POMS Annual Conferences

University

University of Oxford

2023 – Present	Exeter College – Strategy Subcommittee
2023 – Present	Exeter College – Governing Body Fellow

Vanderbilt University

2018 – 2020	Faculty Member of Provost’s WAVE Council – Family Friendly Policies Subcommittee
2019	Faculty Representative, Board of Trust – Strategic Session on Faculty Growth and Development
2018	Faculty Representative, “Lunch and Learn” with Chancellor Zeppos

School

Saïd Business School, University of Oxford

2024 – Present	Program Director, Diploma of AI in Business
2024 – Present	Library Committee
2024 – Present	Founding Director, Human-Algorithm Interaction Lab (HAI Lab), Organisation Chair, Human-Algorithm Interaction Workshop (HAI Workshop)
2024	Hiring Committee for Lecturer of MFE Online

Owen Graduate School of Management, Vanderbilt University

2020 – 2023	Student Achievement Committee
2018 – 2023	Faculty Advisor, Great Chinese Business Club
2019	Member of Student Achievement Committee
2019	Member of Faculty Hiring Committee of Operations Management and Quantitative Methods
2018	Member of Faculty Hiring Committee of Operations Management and Quantitative Methods

Kellogg School of Management, Northwestern University

2014 – 2015	Marketing VP, Chinese Business Club
2014	Finance VP, Great China Business Conference

Industry Experience

2024 – Present	Executive AI Strategy Advisor, C&D, China
2023 – Present	Executive AI Strategy Advisor Zhuoyue Education, China
2023 – 2024	Executive AI Strategy Advisor, Intertek China
2022 – 2024	Academic Coach, CATL, China
2017 – Present	Academic Scholars, Cornell Institute for Healthy Futures, U.S.
2012 – 2013	Researcher, Big Data Group, Computer Science Division, Lawrence Berkeley National Lab, Berkeley, U.S.
2012	Financial Trainee, Morgan Stanley, Sacramento, CA, U.S.
2011	Supply Chain Investigator, Yiwu County Government, China