

# Kejia Hu

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Owen Graduate School of Management

401 21st Ave S, Nashville, TN, 37203

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## ACADEMIC POSITION

2017 - Present Owen Graduate School of Management, Vanderbilt University, Nashville, TN  
Assistant Professor of Operations Management  
2019 Awarded as Brownlee O. Currey Jr. Dean's Faculty Fellow

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## EDUCATION

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

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## RESEARCH INTERESTS

Topic Expertise: Service Operations, Artificial Intelligence, Business Analytics  
Methodology Expertise: Structural Modeling, Causal Inference, Statistical Forecasting, Machine Learning, Text Mining and Stochastic Modeling

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## PUBLICATIONS

### Appeared/Forthcoming

1. Lu Kong, **Kejia Hu**, Matthew Walsman. "Caring for an Aging Population in a Post- Pandemic World: Emerging Trends in the U.S. Older Adult Care Industry." *Service Science (2021) Appeared Online*
2. **Kejia Hu**, Sunil Chopra, and Yuche Chen. "The Effect of Tightening Standards on Automakers' Non-compliance." *Production and Operations Management (2021) Appeared Online*
3. **Kejia Hu**, Gad Allon, and Achal Bassamboo. "Understanding Customers' Retrial in Call Centers: Preferences of Service Speed and Service Quality." *Manufacturing & Service Operations Management (2021) Appeared Online*
4. Sertan Kabadayi, **Kejia Hu**, Yuna S.H. Lee, Lydia Hanks, Matthew Walsman, and David Dobrzykowski. "Fostering Older Adult Care Experiences to Maximize Well-Being Outcomes: A Conceptual Framework." *Journal of Service Management* 31, no. 5 (2020): 953-977.

5. **Kejia Hu** and Yuche Chen. "Equilibrium Fuel Supply and Carbon Credit Pricing under Market Competition and Environmental Regulations." *Applied Energy* 236 (2019): 815-824.
6. **Kejia Hu**, Jason Acimovic, Francisco Erize, Douglas J. Thomas, and Jan A. Van Mieghem. "Forecasting Product Life Cycle Curves: Practical Approach and Empirical Analysis." *Manufacturing & Service Operations Management* 21, no. 1 (2018): 66-85.
  - *Finalist in the 2017 M&SOM Practice-based Competition.*
7. Jason Acimovic, Francisco Erize, **Kejia Hu**, Douglas J. Thomas, and Jan A. Van Mieghem. "Product Life Cycle Data Set: Raw and Cleaned Data of Weekly Orders for Personal Computers." *Manufacturing & Service Operations Management* 21, no. 1 (2018): 171-176.
8. **Kejia Hu** and Yuche Chen. "Technological Growth of Fuel Efficiency in European Automobile Market 1975–2015." *Energy Policy* 98 (2016): 142-148.
9. Yuche Chen, Yunteng Zhang, Yueyue Fan, **Kejia Hu**, and Jianyou Zhao. "A Dynamic Programming Approach for Modeling Low-carbon Fuel Technology Adoption Considering Learning-by-doing Effect." *Applied Energy* 185 (2017): 825-835.
10. **Kejia Hu**, Jaesik Choi, Alex Sim, and Jiming Jiang. "Best Predictive Generalized Linear Mixed Model with Predictive Lasso for High-speed Network Data Analysis." *International Journal of Statistics and Probability* 4, no. 2 (2015): 132.
11. **Kejia Hu**, Alex Sim, Demetris Antoniadis, and Constantine Dovrolis. "Estimating and Forecasting Network Traffic Performance based on Statistical Patterns Observed in SNMP Data." In *Proceedings of International Workshop on Machine Learning and Data Mining in Pattern Recognition*, pp. 601-615. Springer, Berlin, Heidelberg, 2013.
12. Gongming Yu, Yijun Wang, and **Kejia Hu**. "Regional Reserves Growth Shows Decline in Annual Rate of Increase." *Oil & Gas Journal* 114, no. 7 (2016): 40-44.
13. Guangzhen Guo, Y. Zhang, and **Kejia Hu**. "Strategic Choice of Open and Closed Platforms: Game Theory Analysis of Downstream Vendors' Behavior based on Demand and Cost Advantages." *China Industrial Economics* 3 (2017): 64-82.

### Under Review/Revision

14. Lu Kong, **Kejia Hu**, and Rohit Verma. "Service Chains' Operational Strategies: Standardization or Customization? Evidence from the Nursing Home Industry." First Round Revision at *Manufacturing & Service Operations Management*
15. Xiande Zhao, Morgan Swink, and **Kejia Hu**. "Analytics Applications and Strategies in the Restaurant Industry." Second Round Revision at *Production and Operations Management*
16. Simin Li, **Kejia Hu**, and Martin Lariviere. "Promotional Design for Small Businesses: the Operational Value of Online Deals." R&R at *Management Science*
  - *Finalist in the 2019 IBM Service Science Section Best Student Paper Competition*

17. Zhenzhen Jia, **Kejia Hu**, Jianqiang Hu, and Vishal Ahuja. “To What Extent Do Workers’ Preferences Matter?” R&R at *Management Science*
  - 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 (awards to be announced at INFORMS 2021)*
18. Fan Zhou, Yan Dong, **Kejia Hu**, and Sriram Venkataraman. “Delegation with Technology Migration: An Empirical Analysis of Mobile Virtual Network Operators.” R&R at *Management Science*
19. **Kejia Hu** and Nil Karacaoglu. “WeStore or AppStore: Customer Behavior Differences in Mobile Apps and Social Commerce.” Under Review at *Management Science*
  - 2021 *INFORMS TIMES Award Finalist (awards to be announced at INFORMS 2021)*
20. Li Xiang, **Kejia Hu**, and Huibin Du. “How Women Promote Greater Social Responsibility on Social Media.” Under Review at *MIS Quarterly*
  - 2021 *INFORMS Social Media Analytics Section Best Student Paper Award Finalist (awards to be announced at INFORMS 2021)*

### Working Papers/Work in Progress

21. **Kejia Hu** and Xun Xu. “The Psychology of Virtual Queue: When Waiting Becomes Less Like Waiting.” (Writing)
22. **Kejia Hu**, Susan Lu, and Lauren Lu. “The Acquisition Performance of Multiunit Service Firms: Achieving Operational Synergy through Geographic Clustering.” (Writing)
23. **Kejia Hu** and Shuai Ling. “The Cardless and Cashless Future: the Rise of Mobile Payment.” (Writing)
24. **Kejia Hu** and Mark Cohen. “The Good and Evil Inside: From Within-organization Features to the Social-orientation of Innovations.” (Writing)

### CASE STUDY

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

### TEACHING EXPERIENCE

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#### Assistant Professor, Owen School of Management, Vanderbilt University

- Management of Service Operations (MBA 2018-2020 Spring)
- Operations Management (Undergraduate 2019-2020 Spring)

#### Teaching Assistant, Kellogg School of Management, Northwestern University

- Supply Chain Management (MBA 2014 Fall, 2015 Spring/Fall, 2016 Spring/Fall; EMBA Spring 2015)

- Operations Management (MBA 2015 Winter, 2015 Summer)
- Operations Strategy (MBA 2016 Spring)
- Foundations of Operations Management (Ph.D. 2015 Winter)
- Stochastic Foundations (Ph.D. 2015 Spring)

### **Discussion Lecturer, University of California, Davis**

- Statistical Computing (Graduate 2013 Winter; Undergraduate 2012 Fall)
- Statistical Methods for Research with SAS (Graduate 2012-2013 Spring)
- Applied Statistics for Business and Economics (Senior Undergraduate 2012 Winter)
- Applied Statistics Methods: Nonparametric Statistics (Senior Undergraduate 2013 Winter)
- Applied Statistics Methods: Analysis of Variance (Junior Undergraduate 2012 Fall)

### **PROFESSIONAL EXPERIENCE**

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- Academic Scholars, L'Oreal, China 2020 - Present
- Academic Scholars, Cornell Institute for Healthy Futures, U.S. 2017 - Present
- Researcher, Scientific Data Management, Lawrence Berkeley National Lab, Berkeley, U.S. 2012-2013
  - Project: Algorithm for Improving Efficiency of Data Transfer on High-speed Network
- Financial Trainee, Morgan Stanley, Sacramento, CA, U.S. 2012
  - Project: Optimal Timing Policy for Asset Trading and Allocation
- Supply Chain Investigator, Yiwu County Government — World's Largest Wholesale Market for Small Commodities, China, 2011
  - Project: Evaluation of Supply Chain Management of Yiwu Wholesale Market in Global Trading
- Research Intern in Supply Chain Management, Jointown Pharmaceutical Co Ltd, China 2010
  - Project: A Case Study on Jointown Pharmaceutical Group Co Ltd. Inventory Management System

### **HONORS, AWARDS & CERTIFICATES**

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- Vanderbilt Strong Faculty Grant, 2020
- Business of VU (Vanderbilt University) Certificate, 2020
- MIT Sloan + CSAIL Artificial Intelligence Certificate, 2020
- M&SOM Meritorious Service Award, 2020
- Brownlee O. Currey Jr. Dean's Faculty Fellow, 2019
- SEC Faculty Travel Grant, 2019
- Vanderbilt Junior Faculty Teaching Fellowship, 2018
- Graduate School Fellowship, Kellogg School of Management, Northwestern University, 2013 - 2017
- Graduate School Fellowship, University of California, Davis, 2011 - 2013
- Junzheng Scholarship, Junzheng Foundation, 2010

- Wangdao Scholar Fellowship, Fudan University, 2010

## **SERVICE**

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### **Academic Field Level**

- 2021-Present, Member Engagement Committee at POMS College of Service Operations
- 2019, Session Chair of Policy Intervention to Firms' Sustainability Actions, INFORMS
- 2019, Session Chair of Service Design in Platform Economy, INFORMS
- 2019, Panelist on Academic Job Search Panel, INFORMS
- 2019, Session Chair of Management Issues for Online Platforms, POMS
- 2019, Session Chair of Emerging Topics in Operations Management, POMS
- 2019, Session Chair of Multi-Channel Management, POMS
- 2019, Track Chair of Service Operations, POMS, managed 21 sessions
- 2018, Session Chair of Empirical Research for New Service Business, INFORMS
- 2018, Session Chair of Empirical Research in Sustainability, INFORMS
- 2018, Session Chair of Empirical Research in Service Operations, POMS
- 2018, Session Chair of Supply Chain Analytics, POMS
- 2017, Session Chair of Environmental Operations Management, POMS
- 2015, Session Chair of Green Manufacturing, INFORMS

### **University Level**

Vanderbilt University

- 2018 - 2020, Faculty Member of Provost's WAVE Council — Family Friendly Policies Subcommittee
- 2019, Faculty Representative for Board of Trust - Strategic Session on Faculty Growth and Development
- 2018, Faculty Representative for "Lunch and Learn" with Chancellor Zeppos

### **School Level**

Owen Graduate School of Management, Vanderbilt University

- 2020 - Present, Student Achievement Committee
- 2018 - Present, 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

## **INVITED INSTITUTIONAL TALKS**

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### **Academia**

1. University of Toronto, Canada, 2021
2. Purdue University, U.S., 2020
3. University of California, Davis, U.S., 2019
4. University of Pennsylvania, Wharton School, Empirical Workshop, U.S., 2019
5. Cornell University, Thought Leadership Forum, U.S., 2019
6. Zhejiang University, Empirical Workshop, China 2019
7. Ohio State University, Fisher School of Management, U.S., 2019
8. Fudan University, School of Management, China 2018
9. Texas A&M University, Mays Business School, U.S., 2018
10. Zhejiang University, School of Management, China, 2018
11. Tianjin University, College of Business Administration, China, 2018
12. CEIBS, China, 2018
13. London Business School, United Kingdom, 2017
14. Southern Methodist University, Cox School of Business, U.S., 2017
15. Oxford University, Said Business School, United Kingdom, 2017
16. Nanyang Technological University, Nanyang Business School, Singapore, 2017
17. Emory University, Goizueta Business School, U.S., 2017
18. Cornell University, SC Johnson College of Business, U.S., 2016
19. Peking University, Guanghua School of Management, China, 2016
20. HKUST Business School, China, 2016
21. Vanderbilt University, Owen Graduate School of Management, U.S., 2016
22. University of Hong Kong, Business School, China, 2016
23. Fudan University, School of Management, China, 2016
24. University of Notre Dame, Mendoza College of Business, U.S., 2016
25. University of Illinois Urbana-Champaign, Gies College of Business, U.S., 2016
26. City University of Hong Kong, College of Business, China, 2016
27. West Virginia University, College of Business and Economics, U.S., 2016
28. Oregon State University, College of Business, U.S., 2016

### **Industry**

1. Marriott International: Multi-Channel Customer Relationship Management, U.S., 2017

## Media Coverage

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1. *“New Research Identifies Service Frameworks to Improve Customer Service without Breaking the Bank”* Vanderbilt News 2021. [Link](#)
2. *“Tightening Vehicle Emissions Standards Resulted in Higher Rates of Automaker Non-Compliance”* Vanderbilt News 2021. [Link](#)
3. *“Launching New Tech? How Do You Make Data-driven Decisions Without Any Sales Data?”* Vanderbilt News 2018. [Link](#)
4. *“What Volkswagen’s Emissions Scandal Can Teach Us about Why Companies Cheat”* Kellogg Insights 2017. [Link](#)
5. *“How to Predict Demand for Your New Product”* Kellogg Insights 2017. [Link](#)
6. *“Empiricist Brings Skills with Big Data to Service Operations Research”* Vanderbilt Faculty Spotlight 2017. [Link](#)