

Kejia Hu

Website: www.kejiahu.com

Email: Kejia.hu@sbs.ox.ac.uk

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
- 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 **Editorial Review Board**
Journal of Operations Management
- 2022 – Present **Board Member**
POMS College of Service Operations
- 2023 – Present **Vice Chair**
INFORMS, Service Science Cluster
- 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: Service System Design, Forecasting, and Human–Algorithm Interaction.

Appeared/Forthcoming

1. [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
2. [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*
3. [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*
4. [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
5. [Service Chains' Operational Strategies: Standardization or Customization? Evidence from the Nursing Home Industry](#)
with Lu Kong and Rohit Verma
Manufacturing & Service Operations Management ◦ 2022
6. [Analytics Applications and Strategies in the Restaurant Industry](#)
with Xiande Zhao and Morgan Swink
Production and Operations Management ◦ 2022
7. [Understanding Customers' Retrial in Call Centers: Preferences of Service Speed and Service Quality](#)

with Gad Allon and Achal Bassamboo

Manufacturing & Service Operations Management ◦ 2021

8. [The Effect of Tightening Standards on Automakers' Non-Compliance](#)

with Sunil Chopra, and Yuche Chen

Production and Operations Management ◦ 2021

9. [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*

10. [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

11. [NOx Emissions from Diesel Cars Increase with Altitude](#)

with Yuche Chen, Xuanke Wu, Kejia Hu, and Jens Borcken—Kleefeld

Transportation Research Part D: Transport and Environment ◦ 2023

12. [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

13. [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

14. [Equilibrium Fuel Supply and Carbon Credit Pricing under Market Competition and Environmental Regulations](#)

with Yuche Chen

Applied Energy ◦ 2019

15. [Technological Growth of Fuel Efficiency in the European Automobile Market, 1975–2015](#)

with Yuche Chen

Energy Policy ◦ 2016

16. [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

17. [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

18. [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

19. [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

20. [Regional Reserves Growth Shows Decline in Annual Rate of Increase](#)

with Gongming Yu and Yijun Wang

Oil & Gas Journal ◦ 2016

[Under Review/Revision](#)

21. [A Hybrid ODE—Neural Network Framework for Modeling and Guiding GLP-1—Mediated Glucose Dynamics](#)

with Zijia Wang, Sarvar Sumbal, and Christofer Toumazou

Nature Scientific Report ◦ Minor Revision

22. [Promotional Design for Small Businesses: The Operational Value of Online Deals](#)

with Simin Li and Martin Lariviere

Management Science ◦ Major Revision - 2nd round

★ 2019 IBM Service Science Section Best Student Paper Competition Finalist

23. [To What Extent Do Workers' Preferences Matter?](#)

with Zhenzhen Jia, Jianqiang Hu, and Vishal Ahuja

Manufacturing & Service Operations Management ◦ Major Revision- 2nd round

★ 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

24. [How Women Promote Greater Social Responsibility on Social Media](#)

with Li Xiang, Lu Kong, and Huibin Du

Manufacturing & Service Operations Management ◦ Major Revision - 2nd round

★ 2021 INFORMS Social Media Analytics Section Best Student Paper Award Finalist

25. [The Psychology of Virtual Queue: When Waiting Becomes Less Like Waiting](#)

with Xun Xu and Xiang Li

- Manufacturing & Service Operations Management** ◦ Major Revision - 2nd round
26. [Cross-Channel Marketing on E-commerce Marketplaces: Operational Value and Budget Allocation](#)
with Qiyuan Deng and Yun Fong Lim
- Manufacturing & Service Operations Management** ◦ Major Revision
27. [How Operational Complexity Drives Inventory Record Inaccuracy: Empirical Evidence from Cross-border E-commerce](#)
with Ting Wang, Stanley Lim, Yun Fong Lim, Yugang Yu
- Manufacturing & Service Operations Management** ◦ Reject and Resubmit
- ★ *2022 DSI Best Student Paper*
28. [The Cardless and Cashless Future: The Rise of Mobile Payment](#)
with Shuai Ling, and Sriram Venkataraman
- Manufacturing & Service Operations Management** ◦ Reject and Resubmit
29. [More or Less: How Information Richness Affects Our Choice Consistency](#)
with Iris Wang, and Xilin Li
- Manufacturing & Service Operations Management** ◦ Reject and Resubmit
30. [Forecast & Flex: A Double Safeguard Framework for Production Planning](#)
with Sunil Chopra, Jan A. Van Mieghem, and Ting Wang
- Manufacturing & Service Operations Management** ◦ Reject and Resubmit
31. [The Impact of Financial Incentives in Instant Retail: An Empirical Investigation](#)
with Ruijie Zhang, Yiyin Zhang, and Xiande Zhao
- Manufacturing & Service Operations Management** ◦ Reject and Resubmit
32. [Strike the Balance Between Customization and Personalization: Individualized Standardization](#)
with Vikram Tiwari, Ting Wang, David Xin, and Yun Fong Lim.
- Management Science** ◦ Initial Submission
33. [Reducing Human Biases through AI: Empirical Evidence from a Consulting Platform](#)
with Bowen Lou and Bilal Baloch
- Management Science** ◦ Initial Submission
34. [Ambidexterity and Internationalization: Building Organizational Resilience in Emerging Market Multinational Enterprises](#)
with Jasper Xu and Xinyang Li
- Academy of Management Journal** ◦ Initial Submission
35. [Effectiveness of Telemedicine in Stroke Care: An Empirical Study of a Telestroke Network](#)
with Brandon Lee, Sriram Venkataraman, and Lawrence Fredendall
- Management Science** ◦ Initial Submission
36. [Bias Through the Screen: Systematic Inequity in Online Student Evaluations of Teaching](#)
with Lu Kong and Lanfei Shi

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

- 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. University of Florida, 2025
2. University of Birmingham, UK, 2024
3. Tsinghua University, China, 2024
4. Technical University of Munich, Germany, 2024
5. Wilfrid Laurier University, Canada, 2024
6. University of South Florida, U.S., 2024
7. Rutgers University, U.S., 2024
8. Zhejiang University, China, 2023
9. University of Oxford, UK, 2023
10. Harvard Business School, IMS/HBS Data Science Conference, U.S., 2022
11. University of California, Davis, U.S., 2022

12. Yale University, School of Management, U.S., 2022
13. Singapore Management University, Singapore, 2021
14. Michigan State University, U.S., 2021
15. University of Toronto, Canada, 2021
16. IIASA, Austria, 2021
17. Purdue University, U.S., 2020
18. University of California, Davis, U.S., 2019
19. University of Pennsylvania, Wharton School, Empirical Workshop, U.S., 2019
20. Cornell University, Thought Leadership Forum, U.S., 2019
21. Zhejiang University, Empirical Workshop, China 2019
22. Ohio State University, Fisher School of Management, U.S., 2019
23. Fudan University, School of Management, China 2018
24. Texas A&M University, Mays Business School, U.S., 2018
25. Zhejiang University, School of Management, China, 2018
26. Tianjin University, College of Business Administration, China, 2018
27. China Europe International Business School (CEIBS), China, 2018
28. London Business School, United Kingdom, 2017
29. Southern Methodist University, Cox School of Business, U.S., 2017
30. University of Oxford, Said Business School, United Kingdom, 2017
31. Nanyang Technological University, Nanyang Business School, Singapore, 2017
32. Emory University, Goizueta Business School, U.S., 2017
33. Cornell University, SC Johnson College of Business, U.S., 2016
34. Peking University, Guanghua School of Management, China, 2016
35. HKUST Business School, China, 2016
36. Vanderbilt University, Owen Graduate School of Management, U.S., 2016
37. University of Hong Kong, Business School, China, 2016
38. Fudan University, School of Management, China, 2016
39. University of Notre Dame, Mendoza College of Business, U.S., 2016
40. University of Illinois Urbana-Champaign, Gies College of Business, U.S., 2016
41. City University of Hong Kong, College of Business, China, 2016
42. West Virginia University, College of Business and Economics, U.S., 2016
43. Oregon State University, College of Business, U.S., 2016

Industry


44. China Resources, China, 2024
45. JP Morgan's International Private Banking Leadership Meeting, London, UK, 2024

46. C&D Inc., China, 2024
47. Intertek, UK & China, 2023
48. Mixue Bingcheng, China, 2023
49. The Kraft Heinz Company, China, 2022
50. EVE Energy Co., Ltd., China, 2022
51. Protestant Church-Owned Publishers Association, U.S., 2022
52. 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

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

Editorial and Reviewing Roles

2024–Present	Department Editor, <i>IEEE Transactions on Technology Management</i>
2022–Present	Senior Editor, <i>Production and Operations Management – Service 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, Operations Research, Manufacturing & Service Operations Management, Production and Operations Management, Naval Research Logistics, Journal of Operations Management, Service Science</i>

Conference Roles

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	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	AI Strategy Coach, C&D, China
2023 – Present	AI Strategy Coach, Zhuoyue Education, 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