

# Kejia Hu

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## EDUCATION

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2013 - 2017	Ph.D. Operations Management, Kellogg School of Management, Northwestern University, US 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, US 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

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### Standing

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2023 - Present	University of Oxford Associate Professor of Management Science, Saïd Business School Governing Body Fellow, Exeter College
2022 - Present	Senior Editor, <i>Production and Operations Management - Service Operations Management</i>
2022 - Present	Editorial Review Board, <i>Journal of Operations Management</i>
2022 - Present	Board Member, POMS College of Service Operations
2022 - Present	Board Member, INFORMS Service Science Section
2021 - Present	Member Engagement Committee at POMS College of Service Operations
2017 - Present	Academic Scholars, Cornell Institute for Healthy Futures, U.S.

### Previous

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2022 - 2023	CEIBS, Shanghai, China Associate Professor of Operations Management
2017 - 2023	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

## PUBLICATIONS

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

### Appeared/Forthcoming

1. [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*
2. [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
3. [Service Chains' Operational Strategies: Standardization or Customization? Evidence from the Nursing Home Industry](#)  
with Lu Kong and Rohit Verma  
**Manufacturing & Service Operations Management** ◦ 2022
4. [Analytics Applications and Strategies in the Restaurant Industry](#)  
with Xiande Zhao and Morgan Swink  
**Production and Operations Management** ◦ 2022
5. [Understanding Customers' Retrial in Call Centers: Preferences of Service Speed and Service Quality](#)  
with Gad Allon and Achal Bassamboo  
**Manufacturing & Service Operations Management** ◦ 2021
6. [The Effect of Tightening Standards on Automakers' Non-compliance](#)  
with Sunil Chopra, and Yuche Chen  
**Production and Operations Management** ◦ 2021
7. [Forecasting Product Life Cycle Curves: Practical Approach and Empirical Analysis](#)  
with Jason Acimovic, Francisco Erize, Douglas J. Thomas, and Jan A. Van Mieghem  
**Manufacturing & Service Operations Management** ◦ 2018  
★ *Finalist in the 2017 M&SOM Practice-based Competition.*
8. [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
9. [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

10. [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
11. [Equilibrium Fuel Supply and Carbon Credit Pricing under Market Competition and Environmental Regulations](#)  
with Yuche Chen  
**Applied Energy** ◦ 2019
12. [Technological Growth of Fuel Efficiency in European Automobile Market 1975–2015](#)  
with Yuche Chen  
**Energy Policy** ◦ 2016
13. [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
14. [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
15. [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
16. [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
17. [Regional Reserves Growth Shows Decline in Annual Rate of Increase](#)  
with Gongming Yu and Yijun Wang  
**Oil & Gas Journal** ◦ 2016

#### **Under Review/Revision**

18. [Delegation with Technology Migration: An Empirical Analysis of Mobile Virtual Network Operators](#)  
with Fan Zou, Yan Dong, and Sriram Venkataraman  
**Management Science** ◦ Minor Revision

★ 2021 DSI Doctoral Research Showcase Award

19. [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** ○ Minor Revision

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

with Simin Li and Martin Lariviere

**Management Science** ○ Major Revision

★ 2019 IBM Service Science Section Best Student Paper Competition Finalist

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

with Zhenzhen Jia, Jianqiang Hu, and Vishal Ahuja

**Manufacturing & Service Operations Management** ○ Major Revision

★ 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

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

with Xun Xu and Leo Ao

**Manufacturing & Service Operations Management** ○ Major Revision

23. [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

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

with Li Xiang and Huibin Du

**Manufacturing & Service Operations Management** ○ Reject and Resubmit

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

25. [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

26. [The Cardless and Cashless Future: the Rise of Mobile Payment](#)

with Shuai Ling, and Sriram Venkataraman

**Manufacturing & Service Operations Management** ○ Reject and Resubmit

27. [More or Less: How Information Richness Affects Our Choice Consistency](#)

with Iris Wang, and Xilin Li

**Manufacturing & Service Operations Management** ○ Reject and Resubmit

28. [Strike the Balance between Customization and Personalization: Individualized Standardization](#)  
with Vikram Tiwari, Ting Wang, David Xin, and Yun Fong Lim.

**Management Science** ◦ Initial Submission

29. [Reducing Human Biases through AI: Empirical Evidence from a Consulting Platform](#)

with Bowen Lou and Bilal Baloch

**Management Science** ◦ Initial Submission

## Working Papers

30. [Simultaneous Imputation and Prediction with High-dimensional Data \(SIP-HD\): A Deep Learning Model for Disease Diagnosis](#)

with Zhenzhen Jia, Jianqiang Hu, Qingchen Wang, and Ning Zhang

## CASE STUDY

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- 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

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- QUIS 2023, Rising Star Award for Research Excellence in Service Management
- 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

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### Academia

1. Harvard Business School, IMS/HBS Data Science Conference, U.S., 2022
2. University of California, Davis, U.S., 2022

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

## Industry

1. Jinjiang International, China, 2023
2. Netsel, China, 2023

3. Intertak, China, 2023
4. Mixue Bingcheng, China, 2023
5. The Kraft Heinz Company, China, 2022
6. EVE Energy Co., Ltd., China, 2022
7. Protestant Church-Owned Publishers Association, U.S., 2022
8. Marriott International: Multi-Channel Customer Relationship Management, U.S., 2017

## **MEDIA COVERAGE**

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

## **TEACHING EXPERIENCE**

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### **Associate Professor, Said School of Management, University of Oxford**

- Statistical Research Methods (PhD 2023-Present)
- Business Analytics (MBA 2023-Present)

### **Associate Professor, CEIBS**

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

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

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

## **PROFESSIONAL SERVICES**

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### **Academic Field**

- 2024, Cluster Co-Chair of Service Science, INFORMS, 2024
- 2022-Present, Board Member, POMS College of Service Operations

- 2021-Present, Board Member, INFORMS Service Science Section
- 2021-Present, Member Engagement Committee at POMS College of Service Operations
- 2023-2024, Track Chair of Service Operations, 34th POMS Annual Conference, 2024
- 2022-2023, Proceeding Chair for 16th QUIS Conference, 2023
- 2022-2023, Track Chair of Service Operations, 33th POMS Annual Conference, 2023
- 2018-2019, Track Chair of Service Operations, 29th POMS Annual Conference, 2019
- 2019, Panelist on Academic Job Search Panel, INFORMS
- 2017-Present, Reviewer for Journals ( including *Management Science*, *Operations Research*, *Manufacturing & Service Operations Management*, *Production and Operations Management*, *Naval Research Logistics*, *Journal of Operations Management*, *Service Science*)
- 2017-Present, Session Chair for INFORMS Annual Conferences
- 2017-Present, Session Chair for POMS Annual Conferences

## University

University of Oxford

- 2023 - Present, Exeter College – Strategy Subcommittee

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

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

## Industry Experience



- 2022 - Present, Academic Coach, CATL, China
- 2017 - Present, Academic Scholars, Cornell Institute for Healthy Futures, U.S.
- 2012-2013, Researcher, Scientific Data Management, Lawrence Berkeley National Lab, Berkeley, U.S.
- 2012, Financial Trainee, Morgan Stanley, Sacramento, CA, U.S.
- 2011, Supply Chain Investigator, Yiwu County Government, China