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, 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

Standing

2023 - Present	University of Oxford
	Associate Professor of Management Science, Saïd Business School
	Governing Body Fellow, Exeter College
2022 - Present	Senior Editor, *Production and Operations Management - Service Operations Management*
2022 - Present	Editorial Review Board, *Journal of Operations Management*
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

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

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

Appeared/Forthcoming

1. 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*

2. 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*

3. 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

4. Service Chains' Operational Strategies: Standardization or Customization? Evidence from the Nursing Home Industry

   with Lu Kong and Rohit Verma

   Manufacturing & Service Operations Management ○ 2022

5. Analytics Applications and Strategies in the Restaurant Industry

   with Xiande Zhao and Morgan Swink

   Production and Operations Management ○ 2022

6. Understanding Customers' Retrial in Call Centers: Preferences of Service Speed and Service Quality

   with Gad Allon and Achal Bassamboo

   Manufacturing & Service Operations Management ○ 2021

7. The Effect of Tightening Standards on Automakers' Non-compliance

   with Sunil Chopra, and Yuche Chen

   Production and Operations Management ○ 2021

8. 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.*

9. 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

10. 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

11. 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

12. Equilibrium Fuel Supply and Carbon Credit Pricing under Market Competition and Environmental Regulations

    with Yuche Chen

    Applied Energy ○ 2019

13. Technological Growth of Fuel Efficiency in European Automobile Market 1975–2015

    with Yuche Chen

    Energy Policy ○ 2016

14. 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

15. 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

16. 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

17. Estimating and Forecasting Network Traffic Performance based on Statistical Patterns Observed in SNMP Data

    with Alex Sim, Demetris Antoniades, and Constantine Dovrolis

    Proceedings of International Workshop on Machine Learning and Data Mining in Pattern Recognition ○ 2013

18. Regional Reserves Growth Shows Decline in Annual Rate of Increase

    with Gongming Yu and Yijun Wang

    Oil & Gas Journal ○ 2016

Under Review/Revision

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

- 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

- 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

Academia

1. Wilfrid Laurier University, Canada, 2024
2. University of South Florida, US, 2024

3. Rutgers University, US, 2024

4. Zhejiang University, China, 2023

5. University of Oxford, UK, 2023

6. Harvard Business School, IMS/HBS Data Science Conference, U.S., 2022

7. University of California, Davis, U.S., 2022

8. Yale University, School of Management, U.S., 2022

9. Singapore Management University, Singapore, 2021

10. Michigan State University, U.S., 2021

11. University of Toronto, Canada, 2021

12. IIASA, Austria, 2021

13. Purdue University, U.S., 2020

14. University of California, Davis, U.S., 2019

15. University of Pennsylvania, Wharton School, Empirical Workshop, U.S., 2019

16. Cornell University, Thought Leadership Forum, U.S., 2019

17. Zhejiang University, Empirical Workshop, China 2019

18. Ohio State University, Fisher School of Management, U.S., 2019

19. Fudan University, School of Management, China 2018

20. Texas A&M University, Mays Business School, U.S., 2018

21. Zhejiang University, School of Management, China, 2018

22. Tianjin University, College of Business Administration, China, 2018

23. CEIBS, China, 2018

24. London Business School, United Kingdom, 2017

25. Southern Methodist University, Cox School of Business, U.S., 2017

26. Oxford University, Said Business School, United Kingdom, 2017

27. Nanyang Technological University, Nanyang Business School, Singapore, 2017

28. Emory University, Goizueta Business School, U.S., 2017

29. Cornell University, SC Johnson College of Business, U.S., 2016

30. Peking University, Guanghua School of Management, China, 2016

31. HKUST Business School, China, 2016

32. Vanderbilt University, Owen Graduate School of Management, U.S., 2016

33. University of Hong Kong, Business School, China, 2016

34. Fudan University, School of Management, China, 2016

35. University of Notre Dame, Mendoza College of Business, U.S., 2016

36. University of Illinois Urbana-Champaign, Gies College of Business, U.S., 2016

37. City University of Hong Kong, College of Business, China, 2016

38. West Virginia University, College of Business and Economics, U.S., 2016

39. Oregon State University, College of Business, U.S., 2016

Industry

40. Intertak, UK & China, 2023

41. Mixue Bingcheng, China, 2023

42. The Kraft Heinz Company, China, 2022

43. EVE Energy Co., Ltd., China, 2022

44. Protestant Church-Owned Publishers Association, U.S., 2022

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

MEDIA COVERAGE

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

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

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