

Chunhua Wu

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Employment

Marketing and Behavioural Science Division, UBC Sauder School of Business

Division Chair	<i>July 2023 – Present</i>
Associate Professor of Marketing	<i>July 2020 – Present</i>
Finning Junior Professorship in Marketing	<i>January 2016 – Present</i>
Assistant Professor of Marketing	<i>July 2012 – June 2020</i>

Scientist, Creative Destruction Lab	<i>July 2015 – Present</i>
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Education

Ph.D., Business Administration, Washington University in St. Louis	<i>2007 – 2012</i>
B.S., Statistics, Fudan University	<i>2003 – 2007</i>

Research Interests

The economic and market impacts of technology

Publications

Chan, Tat, Yijun Chen, and Chunhua Wu. 2023. Collaborate to compete: An empirical matching game under incomplete information in rank-order tournaments. *Marketing Science*. **42**(5) 1004-1026.

Wu, Chunhua, Charles Weinberg, Qiyuan Wang, and Jason Ho. 2022. Administrative Trade Barrier: An Empirical Analysis of Exporting Hollywood Movies to China. *International Journal of Research in Marketing*. **39**(4) 1253-1274.

Wu, Chunhua and Koray Cosguner. 2020. Profiting from the decoy effect: A case study of an online diamond retailer. *Marketing Science*. **39**(5) 974-995.

Lewis, Michael, Yanwen Wang, and Chunhua Wu. 2019. Season ticket buyer value and the secondary market options. *Marketing Science*. **38**(6) 973-993.

- Wang, Yanwen, Chunhua Wu, and Ting Zhu. 2019. Mobile hailing technology and taxi driving behaviors. *Marketing Science*. **38**(5) 734-755.
- Wu, Chunhua. 2015. Matching value and market design in online advertising networks: An empirical analysis. *Marketing Science*. **34**(6) 906-921.
- Wu, Chunhua, Hai Che, Tat Y. Chan, and Xianghua Lu. 2015. The economic value of online reviews. *Marketing Science*. **34**(5) 739-754.
- Chan, Tat, Y., Chunhua Wu, and Ying Xie. 2011. Measuring the lifetime value of customers acquired from Google search advertising. *Marketing Science*. **30**(5) 837-850.
- Narasimhan, Chakravarthi, Purushottam Papatla, Baojun Jiang, Praveen K. Kopalle, Paul R. Messinger, Sridhar Moorthy, Davide Proserpio, Upender Subramanian, Chunhua Wu, and Ting Zhu. 2018. Sharing economy: Review of current research and future directions. *Customer Needs and Solutions*. **5**(1-2) 93-106.

Papers Under Review

- Fang, Limin, Chunhua Wu, and Baohong Sun. 2025. Shifting standards or changing preferences? Unraveling review polarization via LLMs. Revise and resubmit at *Journal of Marketing Research*
- Huang, Yiyu, Chunhua Wu, and Xianghua Lu. 2025. Algorithm advancement and workforce dynamics: Evidence from on-demand delivery market.
- Wang, Qiyuan, Charles Weinberg, and Chunhua Wu. 2024. Improving healthcare accessibility and equity: The role of online health platforms.

Working Papers

- Fang, Lu, Chunhua Wu, and Zhe Yuan. 2025. When AI decides: A field experiment on agentic returnless refunds.
- Ning, Eddie, Qiyuan Wang, and Chunhua Wu. 2025. The open access paradox: Quantifying returns from university-publisher agreements.
- Fang, Lu, Chunhua Wu, and Zhe Yuan. 2025. Returnless refunds: An empirical analysis of strategic customer recovery.
- Wang, Qiyuan, Charles Weinberg, and Chunhua Wu. 2024. The impact of humanitarian operations on doctors' care provision: Empirical evidence from a volunteering program.

Grants

Baek Jung Kim, Yanwen Wang, Chunhua Wu. Teach for aptitude: The impact of learning apps. SSHRC Insight Development Grant, 2022–2025.

Chunhua Wu, Charles B. Weinberg. Incentives, content contribution and information value in an online health community. SSHRC Insight Grant, 2021–2025.

Chunhua Wu, Ting Zhu, and Yanwen Wang. The economic impact of mobile hailing apps. SSHRC Insight Grant, 2015–2019.

Chunhua Wu and Yanwen Wang. Season ticket value and the secondary market. SSHRC Insight Development Grant, 2015–2017.

Yanwen Wang and Chunhua Wu. Drivers' labor supply, earnings, and surge pricing . SSHRC Insight Development Grant, 2019–2022.

Ting Zhu and Chunhua Wu. Can price matching defeat showrooming? SSHRC Insight, 2014–2017.

Student Supervision

Qiyuan Wang, Co-supervisor 2016–2021
Placement: Hong Kong Polytechnic University

Yitian (Sky) Liang, Dissertation committee member 2012–2017
Placement: Tsinghua University

Professional Service

Journal Referee: *Marketing Science*; *Management Science*; *Journal of Political Economy*; *Journal of Marketing Research*; *Information Systems Research*; *Journal of Interactive Marketing*.

Teaching

Global Immersion Experience (MBA).

BAMA511 Pricing Analytics (MBAN).

BAIT518 Data Visualization (MBA/IMBA).

BAIT527 Business Intelligence (MBA).

COMM414 Data Visualization and Business Analytics (BCOMM).

COMM365 Market Research (BCOMM).

COMM590 Topics in Business Administration (PhD).

Big Data and Public Policy (Executive Education).

Awards and Honors

Killam Teaching Prize, University of British Columbia	<i>2021</i>
Olin Award, Washington University in St. Louis	<i>2012</i>
AMA Sheth Foundation Doctoral Consortium Fellow	<i>2010</i>
Hubert C. Moog Scholar, Washington University in St. Louis	<i>2010</i>
MasterCard Scholarship	<i>2006</i>

Industry Research Presentations

Lululemon, Vancouver, Canada	<i>November, 2020</i>
BCAA, Vancouver, Canada	<i>February, 2019</i>
Zbird Inc, Shanghai, China	<i>July, 2018</i>
Yidao Yongche, Beijing, China	<i>May, 2016</i>
Didi Chuxing, Hangzhou, China	<i>June, 2015</i>
Alibaba Group, Hangzhou, China	<i>June, 2015</i>

Other Experience

Partner, Brilliant Phoenix Capital	<i>2020-2025</i>
Co-founder, Diandai.com	<i>2007</i>
Media Scheduling Analyst, Shanghai Media Group	<i>2006</i>
Credit Risk Assistant Analyst, MasterCard Advisors	<i>2006</i>

Last Updated: September 2025