RUIQI (RACHEL) WU

112B Alfred Lerner Hall, 20 Orchard Rd, Newark, DE 19716

ruiqiwu@udel.edu

https://sites.google.com/view/ruiqi-rachel-wu/

ACADEMIC POSITIONS

Alfred Lerner College of Business and Economics, University of Delaware
Assistant Professor of Marketing   *2023 - present*

EDUCATION

University of Rochester   *2017 - 2023*
Ph.D., Business Administration, 2023
M.S., Business Administration, 2019

Fudan University   *2013 - 2017*
B.A., Economics (*Summa cum laude*), 2017
Exchange Student at Queen's University (Canada), Fall 2015

WORKING PAPERS AND SELECTED WORK-IN-PROGRESS

Platform Information Design and Competitive Price Targeting
joint with Yufeng Huang and Nan Li

- Revise and Resubmit, **Marketing Science**

Pharmacy Switching Cost and Retail Traffic Growth

- Recipient of Lerner Research grant, University of Delaware, 2024

Competition Following Demand Shocks: the Role of Private Labels
joint with Paul Ellickson

- Recipient of River Campus Libraries Data Grant, Rochester, 2021
- Media Coverage: Tower Talk, University of Rochester, 2022

Credit Card Discount Design: Monetizing Payment Synergy across Products
joint with Bowen Luo and Xiaojie Li

PUBLICATIONS

Zhang, Zhe, Xinmeng Wang, and Ruiqi Wu. "Is the devil in the details? Construal-level effects on perceived usefulness of online reviews for experience services." *Electronic Commerce Research and Applications* 46 (2021): 101033. (**Pre-doctoral Work**)

CONFERENCE PRESENTATIONS AND INVITED SEMINARS

"Credit Card Discount Design: Monetizing Payment Synergy across Products"
- **2024**: Analytics at Wharton Research Symposium

"Pharmacy Switching Cost and Retail Traffic Growth"
- **2024**: Tongji University (SEM), International Industrial Organization Conference (Boston), University of Delaware (Lerner - Hospitality Area)

"Platform Information Design and Competitive Price Targeting"
- **2023**: Conference on AI/ML/BA (Temple), Data Science Symposium (Delaware), ISMS Marketing Science Conference (Miami), Fudan University (SOM), International Industrial Organization Conference (Washington, D.C.)
- **2022**: Carnegie Mellon University (Tepper - Business Technologies), University of Delaware (Lerner), Renmin University of China (RMBS), Lingnan University, Bentley University, Chinese University of Hong Kong (Shenzhen)
- **2021**: ISMS Marketing Science Virtual Conference (Rochester)

AWARDS AND HONORS

2023 ISMS Early Career Scholars Camp Fellow	2023
2022 AMA Sheth Foundation Doctoral Consortium Fellow	2022
2021 ISMS Doctoral Consortium Fellow	2021
Doctoral Fellowship, University of Rochester	2017-2022
Outstanding Graduate of Shanghai City, Shanghai Municipal Education Commission	2017
Wangdao Scholar (Undergraduate Research Award), Fudan University	2017

TEACHING EXPERIENCE

University of Delaware, Alfred Lerner College of Business and Economics

Instructor

Marketing Analytics (Undergraduate)	2024

University of Rochester, Simon Business School

Instructor

Core Statistics Using R/Python - Lab (MS)	2019, 2020, 2021
Analytics Design and Application - Lab (MS)	2020

Teaching Assistant

Marketing Analytics Using R (MS, MBA)	2019
Core Statistics Using R (MS, MBA)	2018

PROFESSIONAL SERVICE

Discussant for IIOC 2024, IIOC 2023
Ad Hoc Reviewer for *Management Science*
Marketing Tenure Track Recruiting Committee Member, University of Delaware, 2023