

# RUIQI (RACHEL) WU

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## ACADEMIC POSITIONS

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

*2023 - present*

## EDUCATION

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**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

## RESEARCH INTERESTS

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Substantive: Market Frictions, Platform Designs, Digital Marketing

Methodological: Structural Modeling, Causal Inference, Machine Learning

## WORKING PAPERS AND SELECTED WORK-IN-PROGRESS

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**Platform Information Design and Competitive Price Targeting**

*joint with Yufeng Huang and Nan Li*

**Category Switching Cost and Retail Traffic Growth**

**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

## PUBLICATIONS

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Zhang, Zhe, Ximmeng 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.

## CONFERENCE PRESENTATIONS AND INVITED SEMINARS

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“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)

## HONORS, GRANTS AND AWARDS

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2023 ISMS Early Career Scholars Camp Fellow	2023
2022 AMA Sheth Foundation Doctoral Consortium Fellow	2022
2021 ISMS Doctoral Consortium Fellow	2021
River Campus Libraries Data Grant, University of Rochester	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

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### University of Delaware, Lerner School of Business and Economics

#### Instructor

Marketing Analytics (Undergraduate)	2024
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### 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

## PROGRAMMING LANGUAGE

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R, Matlab, Stata, Python, L<sup>A</sup>T<sub>E</sub>X