

RUIQI (RACHEL) WU

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Address: 4-312 Carol Simon Hall, University of Rochester, Rochester, NY 14620

EDUCATION

University of Rochester

2017 - Present

Ph.D., Business Administration (Quantitative Marketing), Expected 2023

M.S., Business Administration, 2019

Fudan University

2013 - 2017

B.A., Economics (with distinction), 2017

Exchange Student at Queen's University (Canada), Fall 2015

RESEARCH INTERESTS

Substantive Interests

Brand Management, Pricing, Store Choices

Industries

Entertainment Goods, OTC drugs, retailers

WORK IN PROGRESS

Platform Design and Asymmetric Price-targeting

with Yufeng Huang and Nan Li

Category Stickiness and Platform Assortment Improvements

Competition following Demand Shocks: National Brands and Private Labels

CONFERENCE PRESENTATION

ISMS Marketing Science Virtual Conference, Rochester

2021

ISMS Marketing Science Virtual Conference, Duke

2020

CONFERENCE PARTICIPATION

Quantitative Marketing and Economics Conference

2018, 2019, 2020, 2021

Annual Federal Trade Commission Microeconomics Conference

2021

SICS – Summer Institute in Competitive

2021

Bass FORMS Conference

2021

Quantitative Marketing and Structural Econometrics Workshop

2019

TEACHING EXPERIENCE

Lab Instructor

Core Statistics Using R/Python (MS) (Rating: 4.6/5, 4.6/5, 4.8/5)

2019, 2020, 2021

Analytics Design and Application (MS) (Rating: 4.7/5)

2020

Teaching Assistant

Marketing Analytics Using R (MS, MBA)

2019

Core Statistics Using R (MS, MBA)

2018

HONORS, GRANTS AND AWARDS

ISMS Doctoral Consortium Fellow	2021
River Campus Libraries Data Grant, University of Rochester	2021
Doctoral Fellowship, University of Rochester	2017-2022
College Graduate Excellence Award, Shanghai City	2017
Wangdao Scholar (Undergraduate Research Award), Fudan University	2017
Undergraduate Fellowship for Exchange Students, Fudan University	2015
Distinguished Freshman Fellowship, Fudan University	2013

OTHER PUBLICATIONS (PRE-PH.D. WORK)

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.

SELECTED COURSEWORK

Course	Instructor(s)
Advanced Price Theory	John Long
Game Theory	Heikki Rantakari
Industrial Organization Theory	Greg Shaffer, Jeannie Miklos-Thal, Heikki Rantakari
Introduction to Econometrics I	Nese Yildiz
Introduction to Econometrics II	Bin Chen
Causal Inference	Paul Ellickson
Micro-Econometric Modelling: Static Approach	Chenyu Yang
Micro-Econometric Modelling: Dynamic Approach	Takeaki Sunada
Data Mining	Ajay Anand
Quantitative Marketing Research I,II	Mitch Lovett
Core Research Topics in Quantitative Marketing	Paul Ellickson, Ron Goettler, Mitch Lovett, Avery Haviv, Yufeng Huang, Kristina Brecko, Hana Choi, Takeaki Sunada

PROGRAMMING LANGUAGE

R, Matlab, Stata, Python