

PROMOTION RECOMMENDATION

The University of Michigan
Stephen M. Ross School of Business

Di Wu, assistant professor of technology and operations, Stephen M. Ross School of Business, is recommended for promotion to associate professor of technology and operations, with tenure, Stephen M. Ross School of Business.

Academic Degrees:

Ph.D. 2016 University of Pennsylvania, Finance, The Wharton School, Philadelphia, PA
B.A. 2007 Yale University, Mathematics and Economics, New Haven, CT

Professional Record:

2022-2023 NBD Bancorp Assistant Professor of Technology and Operations, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2019-2023 Faculty Co-Director, Fintech Initiative, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2018-Present Michael R. and Mary Kay Hallman Fellow, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI
2016-Present Assistant Professor of Technology and Operations, University of Michigan, Stephen M. Ross School of Business, Ann Arbor, MI

Summary of Evaluation:

Teaching: Professor Wu is a highly energetic individual, an attribute he brings to his teaching. After teaching the Master of Management Operations core in his first year at Ross, he went on to develop (in collaboration with Professor Bob Dittmar) successful Ross FinTech electives and a MOOC. The Coursera site indicates that Professors Wu and Dittmar have had over 150,000 learners in their MOOC course. These offerings filled gaps in this emerging and important area at the intersection of technology and finance. In his Ross FinTech electives (two sections of BBA and one section of MBA), Professor Wu's ratings averaged 4.8 (BBA) and 4.7 (MBA) over the past two years. Students praise Professor Wu's extensive knowledge of the FinTech space, his clear explanations, and the passion he conveys for the subject. Developing a successful elective that fills three sections with superb ratings goes above and beyond what we expect of junior faculty. Additionally, Professor Wu's MOOC's extensive reach helped establish his status as a leading expert in FinTech beyond Ross. Professor Wu's track record as an innovator has continued: for Winter 2024 he has designed, from the ground-up, an entirely new elective titled "Empowering Business Decision Making with Generative AI," at both the MBA and BBA levels. Professor Wu's efforts help make Ross an educational pioneer in this area.

Research: Professor Wu's research exhibits a distinctive focus on employing natural language processing (NLP) methodologies to extract insights within the nexus of finance, technology, and operations. This approach enables him to delve into the wealth of text-based data sourced from diverse channels such as corporate disclosures, legal filings, investor discussions, and executive interviews. His work is characterized by timely utilization of previously untapped data, as illustrated in his recent sole-authored paper in *Management Science*, titled "Text-based Measure of Supply Chain Risk Exposure." Addressing the topical issue of supply chain risk heightened by pandemic-induced disruptions, Professor Wu's innovative methodology involves analyzing managers' statements during conference calls with equity analysts. Through a novel textual analysis

approach driven by machine learning, this paper offers insights for supply chain practitioners and researchers.

Similarly, Professor Wu's analysis of education technology platforms brings along new insights. In his collaborative work on crowdfunding in education with Samantha Keppler and Jun Li, the paper investigates the impact of crowdsourced funding on student performance and uncovers that small teacher projects funded through crowdsourcing improve student test scores, particularly in low-income schools, demonstrating the efficacy of bottom-up interventions. The subsequent paper explores the role of crowdfunded projects in reducing teacher turnover. The attention garnered by these papers from practitioners, media, and academics, along with the prestigious awards received, attests to the significance and impact of Professor Wu's research in reshaping the discourse on education crowdfunding.

Recent and Significant Publications:

- S. Keppler, J. Li, D. Wu. 2021. Crowdfunding the Front Lines: An Empirical Study of Teacher-Driven School Improvement. *Management Science* 68(12) 8809-8828.
- R. Bansal, D. Wu, A. Yaron. 2022. Socially Responsible Investing in Good and Bad Times. *Review of Financial Studies* 35(4) 2067-2099.
- J. Li, D. Wu. 2021. The Price Effect of Drug Price Ceilings: Intended and Unintended Consequences. *Management Science* 68(8) 5758-5777.
- A. Anupindi, J. Li, Y. Wang, D. Wu. 2021. When Ignorance Is Not Bliss: An Empirical Analysis of Subtier Supply Network Structure on Firm Risk. *Management Science* 67(4) 1993-2656.
- J. Li, D. Wu. 2020. Do Corporate Social Responsibility Engagements Lead to Real Environmental, Social, and Governance Impact? *Management Science* 66(6) 2291-2799.
- N. Jegadeesh, D. Wu. 2013. Word Power: A New Approach for Content Analysis. *Journal of Financial Economics* 110(3) 712-729.

Service: In terms of service, Professor Wu has exceeded what is expected of junior faculty. In 2022, he was elected as the chair of the Manufacturing and Service Operations Management (M&SOM) iFORM (Interface of Finance, Operations, and Risk Management) SIG (Special Interest Group). This role involves heading up the high-profile iFORM SIG track at the annual MSOM conference and organizing an annual paper competition. Within Ross, Professor Wu has served for several years as the faculty co-director of the Michigan Ross Fintech Initiative. This type of service is not something that junior faculty are typically asked to do. Professor Wu's media contributions help raise the profile of the school. He has been quoted in numerous outlets including the National Public Radio and WXYZ Detroit on issues related to crypto/digital currencies.

External Reviewers:

Reviewer A: "Prof. Wu made significant contributions to Technology and Operations Management, and he stands apart from other faculty in a similar stage of their careers. He has developed a unique, important, and interesting research area in which he is a recognized leader."

Reviewer B: "[9] is an impressive work that clearly has had an impact on both academics and in practice."

Reviewer C: "His portfolio of publications is well curated and its application domain centers on supply chain management and finance. This interdisciplinary profile is rather unique, and also makes Professor Wu's work very interesting."

Reviewer D: "...his work has made significant intellectual contributions by exploring novel research questions and making methodological breakthroughs, particularly in the application of natural language processing (NLP) to important operations and supply chain problems. Meanwhile, his work has clear managerial and societal implications. ...He is an invaluable asset to both Ross and the operations management community."

Reviewer E: "I am quite impressed with Andrew's academic achievement. His interdisciplinary approach and successful application of his research in real-world scenarios underscore his suitability for tenure."

Reviewer F: "Andrew is a leader in exploiting the latest advances in machine learning and artificial intelligence to generate managerial insights. He is a talented and creative interdisciplinary researcher who has already made substantial contributions to supply chain management and corporate social responsibility."

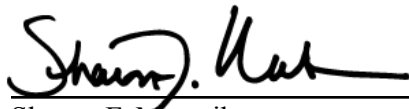
Reviewer G: "Dr. Andrew Wu stands out as an exceptionally dynamic and versatile scholar, having amassed a remarkable body of work that bridges operations and finance."

Reviewer H: "Perhaps most groundbreaking is Andrew's role as a pioneer in applying text analytics to business research. His early and adept analysis of unstructured data has not only yielded novel insights but also established new methodologies for the field. His inventive contributions, such as the 'diamond ratio' for supply chain networks [seven] and text-based risk exposure metrics [one], exemplify a researcher pushing the boundaries of knowledge."

Reviewer I: "Even more important than the quantity of the work, in my view, is the quality. These are papers that are likely to stand the test of time."

Reviewer J: "[3] makes an important contribution to supply chain management theory by establishing an empirical link between sourcing strategies and firms' financial performance. Second, the findings have significant practical values and are excellent materials for MBA teaching."

Summary Recommendation: I strongly recommend Di Wu for promotion to associate professor of technology and operations, with tenure, Stephen M. Ross School of Business.



Sharon F. Matusik
Edward J. Frey Dean of Business
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