

In the space below, please provide a statement (approximately 300-words) that will be helpful to the electorate in their selection. This page will be posted to the University Secretariat website exactly as submitted by the nominee; do not submit personal information on this page (i.e., address, telephone number, e-mail address, photograph, etc.). Please limit your statement to this page only.

**Name of Nominee: \_**Ruhai Wu

I am an Associate Professor of Marketing at the DeGroote School of Business, McMaster University, and I am honored to be nominated for the Faculty Tenure and Promotion Committee. I am fully committed to serving in this capacity with my time, energy, and experience.

I earned my Ph.D. in Economics from the University of Texas at Austin and joined McMaster University as an Assistant Professor of Marketing in 2009. I was granted tenure in 2014. My research leverages game-theoretical and econometric models to analyze firms’ business strategies in E-Commerce, with a focus on pricing, channel relationships, and digital advertising. My recent projects delve into topics such as two-sided platform management, influencer marketing, word-of-mouth manipulation, and joint-consumption markets. My research has been published in leading journals in Marketing, Information Systems, and Operations Management. I have served as an Associate Editor for Decision Support Systems and have secured competitive research grants from prestigious funding agencies, including SSHRC and NSERC.

I teach marketing courses across undergraduate, MBA, and doctoral levels and have contributed to course and curriculum development in various capacities, including as a lecturer, area chair, and curriculum committee member.

I served as Marketing Area Chair from 2014 to 2017 and as a member of the Faculty Tenure and Promotion Committee from 2017 to 2019. I have chaired several tenure and promotion committees for the Marketing and Health areas and served on the Senate T&P Appeals Tribunal in 2020. Additionally, I have participated in numerous faculty and university committees, including faculty recruitment, graduate council, the Dean’s Advisory Council, and student awards.

McMaster University has been my professional home for over a decade, and I deeply value our academic community. I look forward to giving back by serving on this important committee.