

Xiahua (Anny) Wei

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EDUCATION

Ph.D. Economics	University of California, San Diego	2013
Dissertation: “Consumer Switching and Competition Strategy in IT-Enabled Markets” Recipient of Kauffman Dissertation Fellowship in Innovation and Entrepreneurship		
M.S. Management Science	University of California, Irvine	2007
M.A. Economics	University of California, Irvine	2005
B.A. Economics	Fudan University	2003

ACADEMIC AND OTHER APPOINTMENTS

Assistant Professor	School of Business, University of Washington, Bothell	2013 – present
Research Assistant, Senior Teaching Assistant	Rady School of Management, University of California, San Diego	2007 – 2013
Teaching Assistant	Department of Economics, University of California, San Diego	2007 – 2013
Research Assistant, Teaching Assistant	Paul Merage School of Business, University of California, Irvine	2005 – 2006
Research Assistant, Teaching Assistant	Department of Economics, University of California, Irvine	2003 – 2005
Research Assistant	China Center for Economic Research, Fudan University	2003
Research Analyst	Shenzhen Development Bank, Shanghai	2003

RESEARCH INTERESTS

Innovation and Customer Strategies in Technology-Enabled Markets

- Design of mechanisms for online platforms
- Management of customer strategy
- Crowdsourcing, crowdfunding

PUBLICATIONS

“The Asymmetric Impact of Customer Information Portability on Service Competition: Evidence from the Global Wireless Industry,” Xiahua Wei and Kevin X. Zhu, *Production and Operations Management*, 2018, 27(5), 839–858.

“Engaging Voluntary Contributions in Online Communities: A Hidden Markov Model,” Wei Chen, Xiahua Wei, and Kevin X. Zhu, *MIS Quarterly*, 2018, 42(1), 83–100.

PEER-REVIEWED PROCEEDINGS

“The Effects of Prefunding on Crowdfunding Success,” Xiahua Wei, Weijia You, Ming Fan, and Yong Tan, *Proceedings of the 13th China Summer Workshop on Information Management (CSWIM)*, 2019.

“Who Pays to Advertise? Evidence of Paid Search Advertising from an Online Marketplace,” Ming Fan, Xiahua Wei, and Weijia You, *Proceedings of the 12th China Summer Workshop on Information Management (CSWIM)*, 2018.

“Competitive Poaching of Customers in the Mobile Service Market,” Xiahua Wei and Kevin X. Zhu, *Proceedings of the 49th Hawaii International Conference on System Sciences (HICSS)*, 2016.

“Motivating User Contributions in Online Knowledge Communities: Virtual Rewards and Reputation,” Xiahua Wei, Wei Chen, and Kevin X. Zhu, *Proceedings of the 48th Hawaii International Conference on System Sciences (HICSS)*, 2015.

“Pro-Competition Public Policy in Network Markets with Switching Costs: Evidence from ‘Mobile Number Portability’ in Wireless Telecommunications Industry,” Xiahua Wei and Kevin X. Zhu, *Proceedings of the International Conference on Information Systems (ICIS)*, 2010.

MANUSCRIPTS UNDER REVIEW

“An Empirical Study of the Dynamic and Differential Effects of Prefunding,” Xiahua Wei, Weijia You, Ming Fan, and Yong Tan (under review at *Production and Operations Management*)

OTHER RESEARCH PAPERS

“Does Customer Poaching Pay off in the Face of Competition and Technology Change?,” Xiahua Wei and Kevin X. Zhu

“Does Pro-Competition Policy Achieve the Intended Consequence? The Role of Service Contract Lock-In,” Xiahua Wei and Kevin X. Zhu

WORK IN PROGRESS

“Engaging Backers before Crowdfunding: The Role of Prefunding Activities,” Xiahua Wei, Weijia You, Ming Fan, and Yong Tan

“Price Discrimination in Crowdfunding: An Investigation of Coupons,” Weijia You, Xiahua Wei, and Yong Tan

“Becoming an Experienced Backer: The Impact of Project Updates on Backing Decisions in Crowdfunding,” Wei Chen, Karen Xie, Xiahua Wei, and Wei Wang

“Financing Enterprise Innovation through Internal Crowdfunding,” Xiahua Wei, Michael Muller, and Eric Sperley

CONFERENCE PRESENTATIONS

“Price Discrimination in Crowdfunding: An Investigation of Coupons,” Weijia You, Xiahua Wei, and Yong Tan, Institute for Operations Research and the Management Sciences, Seattle, WA, October 2019 (scheduled)

“The Effects of Prefunding on Crowdfunding Success,” Xiahua Wei, Weijia You, Ming Fan, and Yong Tan, Institute for Operations Research and the Management Sciences, Phoenix, AZ, November 2018

“Who Pays to Advertise? Evidence of Paid Search Advertising from an Online Marketplace,” Ming Fan, Xiahua Wei, and Weijia You, China Summer Workshop on Information Management, Qingdao, China, June 2018

“Technological Discontinuity and Market Competition in the Mobile Service Industry,” Xiahua Wei, Institute for Operations Research and the Management Sciences, Houston, TX, October 2017

“Does Customer Poaching Pay off in the Face of Competition and Technology Change?,” Xiahua Wei and Kevin X. Zhu, Kauffman Entrepreneurship Scholars Conference, Kauffman Foundation, Kansas City, MO, October 2017

“Technological Discontinuity and Market Competition in the Mobile Service Industry,” Xiahua Wei, Conference of the Production and Operations Management Society, Seattle, MA, May 2017

“The Role of Technological Discontinuity on Incumbency Advantage,” Xiahua Wei, Institute for Operations Research and the Management Sciences, Nashville, TN, November 2016

“Competitive Poaching of Customers in Mobile Service Market,” Xiahua Wei and Kevin X. Zhu, Kauffman Emerging Scholars Conference, Kauffman Foundation, Kansas City, MO, February 2016

“Competitive Poaching of Customers in the Mobile Service Market,” Xiahua Wei and Kevin X. Zhu, Hawaii International Conference on System Sciences, Kauai, HI, January 2016

“Engaging the Wisdom of Crowds: Structural Analysis of Dynamic User Contributions in Online Communities,” Wei Chen, Xiahua Wei, and Kevin X. Zhu, International Industrial Organization Conference, Boston, MA, April 2015

“Motivating User Contributions in Online Knowledge Communities: Virtual Rewards and Reputation,” Xiahua Wei, Wei Chen, and Kevin X. Zhu, Hawaii International Conference on System Sciences, Kauai, HI, January 2015

“Engaging the Wisdom of Crowds: Structural Analysis of Dynamic User Contributions in Online Communities,” Wei Chen, Xiahua Wei, and Kevin X. Zhu, Kauffman Emerging Scholars Conference, Kauffman Foundation, Kansas City, MO, October 2014

“Motivating User Contributions to Online Communities: A Structural Hidden Markov Model,” Wei Chen, Xiahua Wei, and Kevin X. Zhu, Institute for Operations Research and the Management Sciences, Minneapolis, MN, October 2013

“Motivating User Contributions in Online Communities: A Structural Hidden Markov Model,” Xiahua Wei, Wei Chen, and Kevin X. Zhu, NBER Summer Institute, Economics of IT and Digitization Workshop, Boston, MA, July 2013

“Motivating User Contributions in Online Knowledge Communities: Virtual Rewards and Reputation,” Xiahua Wei, Wei Chen, and Kevin X. Zhu, Workshop on Information Systems and Economics, Orlando, FL, December 2012

“Motivating User Contributions in Online Knowledge Communities: Virtual Rewards and Reputation,” Xiahua Wei, Wei Chen, and Kevin X. Zhu, Workshop on Business Processes and Services, Orlando, FL, December 2012

“Motivating Contributions to Online Knowledge Communities: Virtual Rewards and Reputation,” Xiahua Wei, Wei Chen, and Kevin X. Zhu, Institute for Operations Research and the Management Sciences, Phoenix, AZ, October 2012

“Pro-Competition Public Policy in Network Markets with Switching Costs: Evidence from ‘Mobile Number Portability’ in Wireless Telecommunications Industry,” Xiahua Wei and Kevin X. Zhu, Doctoral Consortium, International Conference on Information Systems, Shanghai, China, December 2011

“Pro-Competition Public Policy in Network Markets with Switching Costs: Evidence from ‘Mobile Number Portability’ in Wireless Telecommunications Industry,” Xiahua Wei and Kevin X. Zhu, Workshop on Information Systems and Economics, Shanghai, China, December 2011

“Pro-Competition Public Policy in Network Markets with Switching Costs: Evidence from ‘Mobile Number Portability’ in Wireless Telecommunications Industry,” Xiahua Wei and Kevin X. Zhu, International Industrial Organization Conference, Boston, MA, April 2011

“Pro-Competition Public Policy in Network Markets with Switching Costs: Evidence from ‘Mobile Number Portability’ in Wireless Telecommunications Industry,” Xiahua Wei and Kevin X. Zhu, Kauffman Foundation Entrepreneurship Workshop, Denver, CO, January 2011

“Pro-Competition Public Policy in Network Markets with Switching Costs: Evidence from ‘Mobile Number Portability’ in Wireless Telecommunications Industry,” Xiahua Wei and Kevin X. Zhu, International Conference on Information Systems, St. Louis, MO, December 2010

“Pro-Competition Public Policy in Network Markets with Switching Costs: Evidence from ‘Mobile Number Portability’ in Wireless Telecommunications Industry,” Xiahua Wei and Kevin X. Zhu, International Industrial Organization Conference, Vancouver, Canada, May 2010

“The Impact of Reduced Consumer Switching Costs,” Xiahua Wei and Kevin X. Zhu, International Conference on Telecommunication Systems Management, Monterey, CA, July 2009

“The Impact of Reduced Consumer Switching Costs,” Xiahua Wei and Kevin X. Zhu, All-Graduate Research Symposium, University of California, San Diego, CA, April 2009

“Internal versus External Innovation Strategy and Firm Performance,” Xiahua Wei, Institute for Operations Research and the Management Sciences, San Diego, CA, October 2009

“The Role of Standards and Customer Switching Costs,” Xiahua Wei and Kevin X. Zhu, Conference of the Production and Operations Management Society, La Jolla, CA, May 2008

RESEARCH SEMINARS

“The Effects of Prefunding on Crowdfunding Success,” Xiahua Wei, Weijia You, Ming Fan, and Yong Tan, Foshan University, China, June 2018

“Workshop on Propensity Score Matching,” Xiahua Wei, School of Business, University of Washington, Bothell, May 2015

“Engaging Voluntary Contributions in Online Communities: A Hidden Markov Model,” Wei Chen, Xiahua Wei, and Kevin X. Zhu, School of Business, University of Washington, Bothell, March 2015

“Engaging Voluntary Contributions in Online Communities: A Hidden Markov Model,” Wei Chen, Xiahua Wei, and Kevin X. Zhu, BCUSP 290 Seminar Series, University of Washington, Bothell, April 2014

“Standards Migration, Customer Switching, and Industry Regulations,” Xiahua Wei and Kevin X. Zhu, Qualcomm Inc., San Diego, CA, February 2013

“Reduced Consumer Switching Costs and Market Competition: Evidence of Number Portability in the Global Wireless Industry,” Xiahua Wei and Kevin X. Zhu, School of Business, University of Washington, Bothell, February 2013

“Reduced Consumer Switching Costs and Market Competition: Evidence of Number Portability in the Global Wireless Industry,” Xiahua Wei and Kevin X. Zhu, School of Business, Chinese University of Hong Kong, February 2013

“Reduced Consumer Switching Costs and Market Competition: Evidence of Number Portability in the Global Wireless Industry,” Xiahua Wei and Kevin X. Zhu, School of International Relations and Pacific Studies, University of California, San Diego, February 2013

“Reduced Consumer Switching Costs and Market Competition: Evidence of Number Portability in the Global Wireless Industry,” Xiahua Wei and Kevin X. Zhu, Rady School of Management, University of California, San Diego, January 2013

“Reduced Consumer Switching Costs and Market Competition: Evidence of Number Portability in the Global Wireless Industry,” Xiahua Wei and Kevin X. Zhu, Department of Economics, University of California, San Diego, November 2012

“Pro-Competition Public Policy in Network Markets with Switching Costs: Evidence from ‘Mobile Number Portability’ in Wireless Telecommunications Industry,” Xiahua Wei and Kevin X. Zhu, Graduate School of Management, University of California, Davis, March 2011

“A Steady State Approach to Mobile Phone Service Pricing with Switching Costs,” Timothy Keller, Xiahua Wei, and David Miller, Department of Economics, University of California, San Diego, November 2010

“The Role of Standards and Customer Switching Costs,” Xiahua Wei and Kevin X. Zhu, Rady School of Management, University of California, San Diego, October 2009

PROFESSIONAL ACTIVITIES

Reviewer	<i>Information Systems Research</i> <i>Management Science</i> <i>Journal of Policy Analysis and Management</i> <i>Information Technology and Management</i> International Conference on Information Systems (ICIS) Conference on Information Systems and Technology (CIST) Hawaii International Conference on System Sciences (HICSS) Americas Conference on Information Systems (AMCIS) China Summer Workshop on Information Management (CSWIM)
Associate Editor	International Conference on Information Systems (ICIS), Munich, Germany, 2019
Program Committees	Conference on Information Systems and Technology (CIST), Seattle, WA, 2019 China Summer Workshop on Information Management (CSWIM), Shenzhen, China, 2019 China Summer Workshop on Information Management (CSWIM), Qingdao, China, 2018 China Summer Workshop on Information Management (CSWIM), Nanjing, China, 2017
Session Chair	Institute for Operations Research and the Management Sciences (INFORMS), Phoenix, AZ, 2018 Conference on Information Systems and Technology (CIST), Minneapolis, MN, 2013 Institute for Operations Research and the Management Sciences (INFORMS), San Diego, CA, 2009
Discussant	International Industrial Organization Conference (IIOC), Boston, MA, 2015

HONORS, GRANTS, AND FELLOWSHIPS

- Junior Consortium Fellow, International Conference on Information Systems (ICIS), 2018
- International Graduate Student Award, University of California, San Diego, 2012
- Doctoral Consortium Fellow, International Conference on Information Systems (ICIS), 2011
- Kauffman Dissertation Fellowship, Ewing Marion Kauffman Foundation, 2011 (\$20,000)
- Dean's Research/Travel Grant, School of Social Sciences, University of California, San Diego, 2011
- Kauffman Foundation Research Grant, 2011 (\$3,000)
- Research Grant, Networks, Electronic Commerce and Telecommunications (NET) Institute, 2010 (\$3,000)
- Chinese Government Award for Outstanding Students Abroad, 2010 (\$5,000)
- Scholarship, Chinese-American Engineers and Scientists Association of Southern California, 2010 (\$1,000)
- Research Grants, Department of Economics, University of California, San Diego, 2009 – 2012 (\$3,000)
- Dissertation Fellowship, Department of Economics, University of California, San Diego, 2009 – 2010
- Research Travel Grant, Ministry of Education of China, 2008
- Tuition Scholarship, Department of Economics, University of California, San Diego, 2007 – 2012
- Fellowship, Paul Merage School of Business, University of California, Irvine, 2005 – 2006
- The People's Scholarship, Fudan University, 2000 – 2003

PRESS ARTICLES

“Mobile Number Portability: Pros and Cons,” Hemant Bhargava and Xiahua Wei, *The Analyst Magazine*, cover story, March 2011, 36–38.

UNDERGRADUATE RESEARCH ADVISING

- “Using Business Intelligence to Predict Consumer Behavior,” Christine Nguyen and Arrido Arfiadi
 - Institute for Operations Research and the Management Sciences (INFORMS), Seattle, WA, October 2019 (scheduled)
 - University of Washington Undergraduate Research Symposium, May 2019
- “The Relationship between Consumer Rating Reviews and the U.S. Domestic Airline Sales,” Aaron Jacobson, Thuy Phan, and Mark Yu
 - Institute for Operations Research and the Management Sciences (INFORMS), Seattle, WA, October 2019 (scheduled)
- “Understanding the Demand on WA I-405 HOV Lanes,” Elaine Montes, Christine Nguyen, Yann Shaw, and Dan Ye
 - University of Washington Undergraduate Research Symposium, May 2019
- “Monthly Rental Price of a Comparable Home and the Pricing of a Two-Bedroom Home,” Kristoffer Warren, *Journal of Economics and Financial Studies*, 2017, 5(4), 56–62.

WORKSHOPS ON DATA ANALYTICS

- Structural Modeling and Machine Learning Workshop, University of Washington, Seattle, WA, August 2017
- Data Visualization Workshop, Seattle, WA, July 2017
- Advanced Workshop on Causal Inference, Duke University, Durham, NC, August 2014

TEACHING EXPERIENCE

- Instructor, School of Business, University of Washington, Bothell, 2014 – present
 - BBUS 490 / BBECN 382 Econometrics (course creator and designer)
 - BBUS 310 Managerial Economics
- Teaching Assistant, Rady School of Management, University of California, San Diego (MBA/EMBA courses), 2007 – 2013
 - Technology and Innovation Strategy
 - Marketing: Pricing
 - Lab to Market: Business Model Analysis
 - Executive Education Programs, Center for Executive Development
- Teaching Assistant, Department of Economics, University of California, San Diego, 2007 – 2013
 - Econometrics
 - Industrial Organization and Firm Strategy
 - Marketing
 - Operations Research
 - Financial Markets
 - Economic Stabilization

- Teaching Assistant, Paul Merage School of Business, University of California, Irvine (MBA/EMBA courses), 2005 – 2006
 - IT for Management
 - Technology Strategy
- Teaching Assistant, Department of Economics, University of California, Irvine, 2003 – 2005
 - Managerial Economics
 - Macroeconomics
 - Microeconomics
 - Probability and Statistics

TEACHING AWARDS

- Teaching Award Finalist, School of Business, University of Washington, Bothell, 2018
- Teaching Assistant Excellence Award, University of California, San Diego, 2009

TEACHING DEVELOPMENT

- Video Learning Community, Teaching and Learning Center, University of Washington, Bothell, Fall 2017 – Spring 2018

OTHER EDUCATIONAL AWARDS

- Distinguished Toastmaster (DTM), the highest Educational Award granted in Toastmasters International, 2019
- Communication awards: Motivational Strategies, 2018; Advanced Communicator Gold, 2017; Advanced Communicator Silver, 2016; Advanced Communicator Bronze, 2015; Competent Communicator, 2014

SERVICE

Committees	University of Washington, Bothell First Year & Pre-Major Program (FYPP), 2018 – present School of Business, University of Washington, Bothell <ul style="list-style-type: none"> • Chair, Undergraduate Council, 2017 – 2018 • Undergraduate Council, 2016 – 2018 • Business Library Committee, 2016 – present • International Faculty Advisory Board, 2018 – present • Research Seminar Series Committee, 2014 – 2015 • Recruitment Committees: <ul style="list-style-type: none"> Assistant Professor of Marketing, 2013 – 2014 Assistant Professor of Marketing, 2014 – 2015 Assistant Professor of Economics, 2014 – 2015 Lecturer of Economics, 2014 – 2015
Outreach	Community engagement fostering collaborations between leading real estate industry professionals in the Greater Seattle Area with University students evaluating the economics of affordable housing, Spring 2018

Toastmasters Area Director, Toastmasters International, 2017 – 2018
Mentor, Advancing Speakers Toastmasters Club, 2018
Vice President of Education, Willows Voices Toastmasters Club, 2015 – 2017
High Performance Leadership, 2018
Advanced Leadership Bronze, 2017
Competent Leader 2016, 2017, 2018

PROFESSIONAL AFFILIATIONS

- American Economic Association (AEA)
- Association for Information Systems (AIS)
- Industrial Organization Society (IOS)
- Information Systems Society (ISS)
- Institute for Operations Research and the Management Sciences (INFORMS)