

Wen (Wenjun) Gu, Ph.D.
Emory University
Goizueta Business School
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Academic Positions

- 2019-Present Associate Professor of Practice, *Information Systems and Operations Management*
Goizueta Business School, Emory University, Atlanta GA
- 2013 - 2019 Clinical Assistant Professor, Department of Managerial Sciences,
Robinson College of Business, Georgia State University, Atlanta GA
- 2011-2013 Assistant Professor,
School of Business, Southern New Hampshire University, Manchester, NH

Education

- Ph.D. Gies College of Business, Department of Business Administration
University of Illinois at Urbana-Champaign, 2012
Major: Operations Management, Minor: Econometrics
- M.S. School of Management, Shanghai Jiao Tong University, Shanghai China, 2006
Major: Management Science,
- B.E. Shanghai Jiao Tong University, China, 2003
Double major: Costal Engineering and Accounting

Teaching Experience

Emory University, Goizueta Business School

Master Level:

- ISOM 550: Data and Decision Analytics (Fall 2020), 90 Evening MBA students
- ISOM 550: Data and Decision Analytics (Summer 2020), 36 Full time MBA students

Undergraduate Courses:

- ISOM 351: Process and Systems Management (Summer 2020), 65 BBA students
- ISOM 351: Process and Systems Management (Spring 2020), 125 BBA students
- ISOM 350: Data and Decision Analytics (Fall 2019), 185 BBA students

Georgia State University, Robinson College of Business

Ph.D. Courses:

- MGS 9920: Probability and Statistical Theory I: (Fall 2016-2019)

Master Courses:

- MBA 8040: Data-Driven Decision Making (Spring 2016-Fall 2018);
- MGS 8150: Business Modeling (Spring 2017- 2018);
- MGS 8170: Statistical Modeling (Spring 2014- 2018);

Undergraduate Courses:

- MGS 3100: Business Decision Making
 - *Flipped Classroom* (Summer 2017, Summer 2018);
 - *Traditional Face-to-face format*: (Summer 2016, Fall 2015, Summer 2015, Spring 2015, Fall 2014, Summer 2014, Spring 2014, Fall 2013);

Southern New Hampshire University

- MBA 501: Mathematics and Statistics for Business (Winter 2012, Fall 2011)
- QSO 510: Quantitative Analysis for Business Decision Making (Summer 2012, Spring 2012, Winter 2012);
- QSO 600: Operations Management (Summer 2012, Spring 2012);
- QSO 630: Supply Chain Management (Fall 2012)

Fellowships and Awards

Nomination for Instructional Innovation Award for innovative design of flipped MGS3100 Business Analysis in summer 2018, Georgia State University, November 2018

Certificate of Recognition for Outstanding Teaching Performance, Department of Managerial Sciences, Robinson College of Business, 2013, 2014, 2015, 2016, 2017, 2018

Summer Research Grant, Southern New Hampshire University, 2012

Best Paper Award, Decision Science Institute Annual Conference, Boston, MA 2011

Campus Research Board Dissertation Grant, Office of Vice Chancellor for Research University of Illinois at Urbana-Champaign, 2010-2011

Graduate Teacher Certificate, Center for Teaching Excellence, University of Illinois at Urbana-Champaign, 2011

Graduate Fellowship, College of Business, University of Illinois at Urbana-Champaign, 2006-2010

Summer Research Fund, College of Business, University of Illinois at Urbana-Champaign, 2008

Publications: Refereed Scholarly

- Shi, T., **Gu, W.**, Chhajed, D., and Petruzzi, N. C. 2016. Effects of Remanufacturable Product Design on Market Segmentation and the Environment, *Decision Sciences Journal*.
- Gu, W.**, Chhajed, D., Petruzzi, N. C., and Yalabik, B. 2015. Quality design and environmental implications of green consumerism in remanufacturing, *International Journal of Production Economics*, 162(April 2015), 55-69.
- Gu, W.**, and S. Bordoloi. 2012. Performance Evaluation of Metro Stations in Shanghai: A Service Contact Perspective. *International Journal of Services and Operations Management*. **11(2)** 151—169.
- W. Gu**, H. Wang, Z. Tian. 2007. Study on Service Contact Based on An Improved Order Method. *Industrial Engineering Journal*. **10(1)** 68—71.
- Shi, J.Z., **Gu, W.** and Wang, DZ. 2007. Wind wave-forced fine sediment erosion during the slack water periods in Hangzhou Bay, China. *Environmental Geology* 55: 629.
<https://doi.org/10.1007/s00254-007-1013-2>
- H. Liu, J. Chen, and **W. Gu**. 2005. Evaluation Model of Industry Cluster Competition Capability Based on Rough Set and Its Bootstrap Processing. *Journal of Nanjing University of Science and Technology* (in Chinese), **29(5)**

Publications: Refereed Conference Proceedings

- Gu, W., D. Chhajed (2012). “Product Quality Design with Capacity Constraints”. INFORMS 2012 Annual Conference Proceedings.
- Gu, W., D. Chhajed, and N.C. Petruzzi (2011). “Is Remanufacturing Necessarily Environmentally Friendly?” Decision Science Institute Annual Conference Proceedings.

Work In Progress

- Gu, W. Camera ON or OFF? Empirical study from an online quantitative class. Target: The *Decision Sciences Journal of Innovative Education*.
- Gu, W. Teaching Note: Scaffolding Bayes Theorem with Interactive Mechanism and Guided Problem-based Learning in a Flipped Classroom Setting. Target: The *Decision Sciences Journal of Innovative Education*.
- Gu, W., and S. Nargunkar. “Use Interactive Mechanism in a Flipped Analytical Business Core”. Target: The *Decision Sciences Journal of Innovative Education*.
- Gu, W. “Panopto Videos: Who is watching and does it work?” Initial Development. Target: The *Decision Sciences Journal of Innovative Education*.

Gu, W., and N.C. Petruzzi. “Product Line Design under Capacity Constraint and Distribution Channel”. Final preparation targeted at *Decision Sciences Journal*.

Talks and Conference Presentations

“Interactive Delivery Mechanism for Pre-Class Learning in a Flipped Analytic Business Class”, invited presentation at First Fridays for SOTL Seminar, Robinson College of Business, Georgia State University, March 1, 2019

“Effects of Remanufacturable Product Design on Market Segmentation and the Environment”, with Tianqin Shi, Production and Operations Management Society, Atlanta, GA May 2014

“Is Remanufacturing Necessarily Environmentally Friendly?”, with Dilip Chhajed, Nicolas Petruzzi, Decision Science Institute Annual Conference, Boston, MA, November 2012

Service Activities

Emory University,

Member, ISOM BBA redesign committee, Spring 2021-now

Member, ISOM NTT search committee, Fall 2020-now

Member, ISOM 351 Redesign, Spring 2020 to present

Academic and Professional Organizations

Reviewer, Decision Science Journal, May 2014 to Present

Ad Hoc Reviewer, Decision Science Annual Conference, November 2013

Ad hoc reviewer, INFORMS 2013 Annual Meeting, October 2013

Georgia State University:

Member, Flex MBA Steering Committee, January 2019 to present

Member, College Faculty Hearings Committee, June 2018 to Present

Member, Student Tech Fee Committee, March 2016

Member, MSMGS Design Committee, January 2016 - April 2016

Member, Undergraduate Assessment Committee, October 2015

MBA front-end curriculum task force, August 2014 - October 2014

Affiliations and Memberships

Decision Science Institute, 2010 – present

Institute for Operations Research and the Management Sciences, 2007 – present