

# Jiang Wu

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📍 School of Information Management, Wuhan University, Wuhan, China



## About

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Jiang Wu was born in October 1978 and holds nationality of the People's Republic of China. He is currently a distinguished professor at Wuhan University, where he also serves as the Vice Dean of the School of Information Management, the Director of the Center for E-Commerce Research and Development, and the Vice Dean of the Wuhan Institute of Data Intelligence. His research primarily focuses on digital platforms and technology empowerment, covering areas such as business data intelligence, social network computing, and computational social science.

To date, Professor Jiang Wu has published over 150 academic papers in both national and international journals, authored three monographs, edited two textbooks, and holds seven authorized national invention patents. Over the past five years, he has led six national-level projects, including National Key Research and Development Program of China, Major project of philosophy and social science research of the Ministry of Education, National Natural Science Foundation of China - Key Project. Professor Wu has innovatively designed a model of rural revitalization by establishing digital connections between cities and rural areas, and has developed a cloud service platform that integrates agriculture, commerce, culture, and tourism in rural areas, which has been successfully implemented in demonstration applications across Hubei, Hunan, Sichuan, and Jiangxi provinces.

## Research Interests

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- Business Data Intelligence
- Social Network Computing
- Computational Social Science

## Education

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| <b>Ph.D.</b>       | <b>School of Management, Huazhong University of Science and Technology</b><br>Management Science and Engineering | 2006.09 – 2009.06 |
| <b>Joint Ph.D.</b> | <b>School of Computer Science, Carnegie Mellon University</b>  | 2007.09 – 2009.02 |
| <b>M.S.</b>        | <b>Department of Automation, Tsinghua University</b><br>Pattern Recognition and Intelligent Systems              | 2000.09 – 2003.06 |
| <b>B.S.</b>        | <b>Department of Automation, Kunming University of Science and Technology</b><br>Automation                      | 1996.09 – 2000.07 |

## Positions Held

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|---|-------------------|
| <b>Distinguished Professor</b> , School of Information Management, Wuhan University | 2021.11 - Present |
| <b>Professor</b> , School of Information Management, Wuhan University               | 2015.11 - 2021.10 |
| <b>Visiting Scholar</b> , Eller College of Management, University of Arizona, USA   | 2015.10 - 2016.10 |
| <b>Associate Professor</b> , School of Information Management, Wuhan University     | 2012.11 - 2015.10 |
| <b>Lecturer</b> , School of Information Management, Wuhan University                | 2011.08 - 2012.10 |

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|--|-------------------|
| <b>Postdoctoral Fellow</b> , Institute of Computational Social Science, ETH Zurich, Switzerland  | 2009.09 - 2010.09 |
| <b>Postdoctoral Fellow</b> , School of Management, Huazhong University of Science and Technology | 2006.09 - 2011.07 |
| <b>Visiting Student</b> , Santa Fe Institute, USA  | 2008.07 - 2008.08 |

## Services

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|---|-------------------|
| <b>Director-General</b> , Computer Simulation Branch of the Chinese Society of Optimization, Overall Planning and Economic Mathematics        | 2024.10 - Present |
| <b>President-Designate</b> , Asian Social Simulation Association (ASSA)   | 2024.08 - Present |
| <b>Secretary-General</b> , Hubei Electronic Commerce Association  | 2017.07 - Present |
| <b>President</b> , Urban-Rural Integration Development Committee of the China National Trade Promotion Association                            | 2024.03 - Present |
| <b>Vice President</b> , Academic Committee of the Digital Economy Special Committee, China Federation of Electronics and Information Industry | 2023.12 - Present |
| <b>Vice Director</b> , Health Informatics Committee of the China Society for Scientific and Technical Information                             | 2022.11 - Present |
| <b>Vice Director</b> , Data Intelligence and Industrial Innovation Special Committee, China Information Economics Society                     | 2024.09 - Present |
| <b>Associate Editor</b> , Journal of Complex System Modeling and Simulation   | 2020.11 - Present |
| <b>Associate Editor</b> , Journal of Data and Information Management  | 2024.06 - Present |

## Books

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- [1] **Jiang Wu, *Social Network Computing***, in English, Publishing House of Springer Nature 2024.10
- [2] **Jiang Wu, Chaocheng He, Kunxiang Chen, Yiming Yuan, *The Ideals and Realities of the Metaverse: The Empowerment and Governance Logic of Digital Technology Integration***, Science Press 2024.07
- [3] **Jiang Wu, *Social Network Computing***, in Chinese, Publishing House of Electronics Industry 2023.06
- [4] **Jiang Wu, Zhongyi Hu, Xin Wan, *Theory and Practice of Business Intelligence***, Publishing House of Electronics Industry 2022.08
- [5] **Jiang Wu, *Fundamental Theory and Practice of Social Network Computing***, Science Press 2015.10
- [6] **Jiang Wu, *Dynamic Analysis and Simulation Experiments of Social Networks: Theory and Applications***, Wuhan University Press 2012.10
- [7] Xin Wan, Huosong Xia, **Jiang Wu, *Practical Case Tutorial of Big Data Analysis and Mining***, Publishing House of Electronics Industry 2022.01

## Projects

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- [1] Principal Investigator, Ongoing. **National Natural Science Foundation of China - Key Project**, Research on the Digital and Intelligent Empowerment of Rural Industrial Internet from a Network Perspective. 2023.01 - 2027.12
- [2] Principal Investigator, Ongoing. **Major Project of Philosophy and Social Science Research of the Ministry of Education**, Research on the Mechanism of New Dynamics in Big Data in the Network Environment. 2021.03 - 2024.12

- [3] Principal Investigator, Completed. **National Key Research and Development Program of China**, Integration and Application Demonstration of Rural Cultural Tourism Cloud Service Technology. 2019.11 - 2023.11
- [4] Principal Investigator, Completed. **National Natural Science Foundation of China - General Project**, Research on the Complexity of Decentralization Mechanisms and Risks Driven by Information Asymmetry in the Sharing Economy. 2019.01 - 2022.12
- [5] Principal Investigator, Completed. **National Natural Science Foundation of China - General Project**, Research on User Behavior Evolution in Online Health Communities under Content Relationship Interaction. 2016.01 - 2019.12
- [6] Principal Investigator, Completed. **National Natural Science Foundation of China - General Project**, Collaborative Research on Knowledge Flow and Cluster Interaction in Innovation 2.0 Hyper-networks. 2014.01 - 2017.12

## Representative Papers

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- [1] **Wu, J.**, & Wang, K. (2024). Social-Technical Integration: The Origins, Scope, and Framework of Policy Informatics. *Journal of Library Science in China*, 1-20.
- [2] Chen, T., **Wu, J.**, Shen, X., & Chen, H. (2024). Psychological Attributions and Mechanisms of Resistance to Digital Payments Among Rural Elderly. *Journal of Management*, (01), 107-116+126.
- [3] **Wu, J.**, Chen, K., & Chen, H. (2023). The Logic and Path of Digital Intelligence Empowerment for the Integration of Agriculture, Commerce, Culture, and Tourism in the Context of Digital Commerce Promotion in Rural Areas. *Journal of Wuhan University (Philosophy and Social Sciences Edition)*, (04), 116-127.
- [4] Huang, X., **Wu, J.**, He, C., & Ba, Z. (2023). Simulation Methods: System Modeling of Complex Scenarios in Library and Information Science in the Era of Big Data. *Journal of Information Science*, (02), 136-149.
- [5] **Wu, J.**, Chen, H., & He, C. (2022). The Metaverse: A Digital-Physical Integration Space for Smart Libraries. *Journal of Library Science in China*, (06), 16-26.
- [6] He, C., **Wu, J.**, Liu, F., & Wang, C. (2021). Key Node Identification in Research Leadership Networks: A Case Study in the Field of Pharmacy. *Journal of Information Science*, (12), 1312-1324.
- [7] **Wu, J.**, Chen, T., Gong, Y., & Yang, Y. (2021). Theoretical Framework and Research Prospects of Enterprise Digital Transformation. *Journal of Management*, (12), 1871-1880.
- [8] **Wu, J.**, Cao, Z., Chen, P., He, C., & Ke, D. (2022). User Information Behavior in the Metaverse: Framework and Outlook. *Journal of Information Resources Management*, (01), 4-20.
- [9] He, C., **Wu, J.**, Wei, Z., & Liu, F. (2020). The Mechanism of Research Leadership and Proximity in Research Collaborations: A Case Study in Biomedical Research in China. *Journal of Information Science*, (02), 148-157.
- [10] **Wu, J.**, Wang, K., Dong, K., Yang, Y., & Yi, M. (2021). A Review of the Application of Network Analysis Methods in Informetrics. *Journal of Information Science*, 40(10), 1118-1128.
- [11] **Wu, J.**, He, C., & Zhu, H. (2018). Research on the Efficiency of Human Flesh Search by Integrating Complex Networks and Multi-Agent Simulation. *Journal of Information Science*, 37(1), 68-75.
- [12] **Wu, J.**, Li, S., Zhou, L., et al. (2017). Dynamic Evolution of User Relationship Networks in Online Medical Communities Based on the Stochastic Actor-Oriented Model. *Journal of Information Science*, 36(2), 213-220.
- [13] **Wu, J.**, Zhou, L. (2017). Factors Influencing Purchase Decisions of Users in Online Health Information Services. *Journal of Information Science*, 36(10), 1058-1065.
- [14] **Wu, J.**, Hou, S., Jin, M., & Hu, Z. (2017). Research on Text Classification and User Clustering in Online Medical Communities Based on LDA Model Feature Selection. *Journal of Information Science*, 36(11), 1183-1191.

- [15] Ou, G., Zhao, K., Zuo, R., & **Wu, J.** (2024). Effects of research funding on the academic impact and societal visibility of scientific research. *Journal of Informetrics*, 18(4), 101592.
- [16] He, C., Liu, F., Dong, K., & **Wu, J.** (2023). Research on the formation mechanism of research leadership relations: An exponential random graph model analysis approach. *Journal of Informetrics*, 17(2), 101401.
- [17] Liu, F., Lai, K., & **Wu, J.** (2022). How electronic word of mouth matters in peer-to-peer accommodation: The role of price and responsiveness. *International Journal of Electronic Commerce*, 26(2), 174–199.
- [18] Cai, J., Ke, D., & **Wu, J.** (2022). Get your report a thumb-up: An empirical investigation on crowd testing. *Decision Support Systems*, 158, 113781.
- [19] He, C., Qian, H., Liu, X., Zuo, R., Li, F., Wu, Y., & **Wu, J.** (2023). Involution-cooperation-lying flat game on a network-structured population in the group competition. *IEEE Transactions on Computational Social Systems*.
- [20] **Wu, J.**, Ou, G., Liu, X., & Dong, K. (2022). How does academic education background affect top researchers' performance? Evidence from the field of artificial intelligence. *Journal of Informetrics*, 16(2), 101292.
- [21] **Wu, J.**, Zuo, R., He, C., Xiong, H., Zhao, K., & Hu, Z. (2022). The effect of information literacy heterogeneity on epidemic spreading in information and epidemic coupled multiplex networks. *Physica A: Statistical Mechanics and its Applications*, 596, 127119.
- [22] Zou, L., **Wu, J.**, Gong, Y., Chen, M., & Xia, M. (2023). Operations research on the sharing economy: A bibliometric analysis and literature review. *Electronic Commerce Research and Applications*, 59, 101265.
- [23] He, C., **Wu, J.**, & Zhang, Q. (2021). Proximity-aware research leadership recommendation in research collaboration via deep neural networks. *Journal of the Association for Information Science and Technology*, 73(1), 70-89.
- [24] **Wu, J.**, Zhou, L., Gong, Y., & Chen, M. (2021). The Anti-Collusion Dilemma: Information Sharing of the Supply Chain under Buyback Contracts. *Transportation Research Part E*, 152, 102413.
- [25] Liu, F., Lai, K., & **Wu, J.** (2021). Listening to online reviews: A mixed-methods investigation of customer experience in the sharing economy. *Decision Support Systems*, 149, 113609.
- [26] **Wu, J.**, Cai, J., Luo, X. R., & Benitez, J. (2021). How to increase customer repeated bookings in the short-term room rental market? A large-scale granular data investigation. *Decision Support Systems*, 143, 113495.
- [27] **Wu, J.**, Wang, K., He, C., & Dong, K. (2021). Characterizing the patterns of China's policies against COVID-19: A bibliometric study. *Information Processing & Management*, 58(4), 102562.
- [28] He, C., & **Wu, J.** (2021). Characterizing Research Leadership on Geographically Weighted Collaboration Network. *Scientometrics*, 126(5), 4005-4037.
- [29] Liu, F., **Wu, J.**, Huang, X., & Fong, P. S. W. (2020). Impact of intra-group cooperative incentives on the performance outcomes of knowledge sharing: Evidence from a randomized experiment. *Journal of Knowledge Management*, 24(2), 346-368.
- [30] Xie, K., Mao, Z. E., & **Wu, J.** (2019). Learning from peers: The effect of sales history disclosure on peer-to-peer short-term rental purchases. *International Journal of Hospitality Management*, 76, 173-183.
- [31] **Wu, J.**, Ma, P., & Xie, K. (2017). In sharing economy we trust: The effects of host attributes on short-term rental purchases. *International Journal of Contemporary Hospitality Management*, 29(11), 2962-2976.

## Patents & Software Copyrights

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- [1] A Method and System for Identifying WeChat Group Chat Records by Integrating Conversational Context Information, August 5, 2022, ZL202110547942.1
- [2] A Method and System for Epidemic Spread Analysis, August 1, 2023, ZL202110402578.X
- [3] A Link Prediction Method for Cooperative Networks Based on Multidimensional Proximity Attribute Networks, May 30, 2023, ZL202110343021.3

- [4] A Method and System for Online Asynchronous Teaching Feedback Analysis Based on Video Viewing Behavior, May 19, 2021, ZL202110316228.1
- [5] A Method and System for Passenger Flow Prediction by Integrating Multi-Platform and Multi-Terminal Search Indices, September 15, 2023, ZL202110315248.7
- [6] A Method and System for Phishing Website Detection by Integrating Multi-Source Data, August 16, 2023, ZL202110321608.4
- [7] Scenic Area Comprehensive Monitoring System, January 26, 2021, V1.0, 2021SR0377320

## Courses Taught

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### **Undergraduate Courses**

- Social Networks and Social Computing
- Fundamentals of Information Management
- Information Economics (Introduction to Digital Economy)
- Big Data and the Information Society

### **Graduate Courses**

- Theory and Application of Network Science
- Theory of Complex Science
- Social Network Computing
- Econometric Methods and Research Applications