

# **Wen Gu**

**Associate Professor in the Practice of Information Systems & Operations Management at Emory University, Goizueta Business School**

Atlanta, GA, US

Integrating innovative technology and practices into business education. Helps business students communicate and make decisions with data.

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## **Biography**

Prof. Wenjun (Wen) Gu joined the Goizueta Business School faculty in the Fall of 2019. Prior to joining Emory University, Prof. Gu served on the faculty of Robinson College of Business, Georgia State University. Prof. Gu is passionate about integrating emerging technology and pedagogical practices into business education. His experience includes designing an interactive content delivery mechanism for online and hybrid learning. This innovative mechanism activates active learning and allows learners to interact with the materials through clicking and typing. The mechanism also affords learners customized feedback, which significantly improve engagement and knowledge retention. Gu's work on hybrid learning has earned him a Teaching Innovation Award at Georgia State University. Prof. Gu has taught courses in data analytics, decision analysis, operations management, and statistical modeling. He is a firmly believer of "Business is nothing without context". As such, his teaching emphasizes the interpretation of technical results and the application of managerial insights in business decisions. Prof. Gu's research interest is on green product design and operations, and their impact on environmental performance. His paper titled "Is Remanufacturing Necessarily Environmentally Friendly?" won the best paper award at 2012 Decision Science Institute Annual Conference.

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## **Areas of Expertise**

Decision Analysis, Data Analytics in IT and Operations, Operations and Marketing Interface, Product Lifecycle Management, Green Product Design, PEdagogical Research in Higher Education

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## **Education**

**University of Illinois at Urbana-Champaign**  
PhD Operations Management

**Shanghai Jiao Tong University**  
MS Management Science

**Shanghai Jiao Tong University**  
BE Costal Engineering and Accounting

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