

# David Wu

dwu254@wisc.edu ◊ <http://dayuwu.github.io>

Grainger Hall, 975 University Avenue, Madison, WI 53706

## EDUCATION

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### University of Wisconsin-Madison

2023 - Present

Ph.D. student in Information Systems

### University of Science and Technology of China

2019 - 2023

B.S. in Statistics

## RESEARCH INTERESTS

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### Methodologies

Causal Inference; Mechanism Design.

### Applications

Digital Innovation; Digital Platforms.

## RESEARCH

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### Work in Progress

- Designing Collaborative Innovation Contest, with Yifu Li and Ying-Ju Chen.
- Foundation Models and AI Innovation, with Jinan Lin and Zhuoxin Li.

## TEACHING ASSISTANT

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### University of Wisconsin-Madison

Data Technology for Business Analytics, Introduction to Databases, Digital Strategy

### University of Science and Technology of China

Applied Statistical Methods, Mathematical Analysis

## PRESENTATIONS

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### Foundation Models and AI Innovation

- ISMS Marketing Science Conference, Washington, DC 2025
- POMS Annual Conference, Atlanta, GA 2025
- Symposium on AI in Marketing, Madison, WI 2025
- Biz AI Conference, Dallas, TX 2025
- Wharton Innovation Doctoral Symposium, Philadelphia, PA 2025
- WSB OIM Brownbag, Madison, WI 2024

### Designing Collaborative Innovation Contest

- INFORMS Annual Conference, Seattle, WA 2024
- POMS Annual Conference, Minneapolis, MN 2024

## HONORS & AWARDS

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WSB PhD Travel Award, UW-Madison	<i>2024</i>
DEI Student Fellowship, INFORMS Decision Analysis Society	<i>2023</i>
Dean's Naming Gift Scholarship, UW-Madison	<i>2023-2025</i>
OIM Department PhD Excellence Scholarship, UW-Madison	<i>2023-2025</i>

## SERVICE

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Reviewer: CIST 2023, ICIS 2024, MSOM