

# Mengjie Wang

+1 (858) 319-8656  
mew006@ucsd.edu  
mengjiewang-is.github.io

## EDUCATION

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**University of California San Diego, San Diego, California** *May 2026 Expected*  
Ph.D. Management Sciences and Quantitative Methods, Rady School of Management

**University of Illinois at Urbana-Champaign, Champaign, Illinois** *May 2018*  
M.S. Statistics, College of Liberal Arts & Sciences

**Anhui University, Hefei, China** *June 2016*  
B.E. Economic Statistics, School of Economics

## RESEARCH INTEREST

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**Topics:** Digital Platforms, Creator Economy, Influencer Marketing, Livestreaming, E-commerce  
**Methodologies:** Causal Inference, Econometrics, Field and Lab Experiments, Machine Learning

## RESEARCH

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### Working Papers

- When Viewers Stay: Emotional Attachment as a Moderator of Ad Avoidance in Livestreaming (with Zhe Zhang). *Major revision at MIS Quarterly*, in preparation for 2nd round review.
- Facilitating Streamer Collaboration through Tags: Evidence from Twitch (with Zhe Zhang). Data analysis and draft in progress.
- Return Rate Disclosure: Empirical Insights from E-commerce Platform (with Zhe Zhang). Data analysis in progress.

## TEACHING INTEREST

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Applied Statistics for Business, Business Analytics, Data Science, Database Management, Data Visualization, Programming for Business, Quantitative Methods, Text Mining

## TEACHING EXPERIENCE

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### Guest Instructor, University of California San Diego

- MGTF 495: Special Topics - Data Science for Finance *Spring 2021, 2022*
- Evaluation: 100% of students recommended (16/78 submitted in 2021, 18/63 submitted in 2022).
- Taught the hands-on coding portion (around 30 minutes) of each lecture. Responsibilities included designing instructional materials, live demonstrations, and guiding students through real-world data science workflows in finance.

## Teaching Assistant, University of California San Diego

- MGT 403: Quantitative Analysis Fall 2020, 2021, 2022, 2023, 2024
- MGTF 495: Special Topics - Data Science for Finance Using Python Spring 2021
- MGTF 495: Special Topics - Data Science for Finance II Spring 2022
- MGTA 495: Special Topics - Web Data Analytics Summer 2021
- MGT 495: Math and Programming for Business Analytics Summer 2022
- MGT 451/MGT 127: Technology-Innovation Strategy Summer 2021, Winter 2021, 2022, 2023
- MGT 119: Topics in Business - Innovation & Market Disruption Spring 2023, 2024, 2025

## Assistant Head Teaching Assistant, University of Illinois Urbana-Champaign

Gies College of Business, iMBA Group Aug. 2018 - Oct. 2018

- Courses: Business Analytics, Statistics Management Decision Making, and Marketing Management

## Course Assistant, University of Illinois Urbana-Champaign

Gies College of Business, eLearning Group Oct. 2017 - May 2018

- Prepared course materials, including data visualizations, accessible Excel and HTML files

## SELECTED HONORS

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- Senate Research Grant Award, UCSD 2023
- Rady Academic Year Fellowship, UCSD 2020 – 2025
- Dean's Fellowship for Summer Research, UCSD 2020 – 2022
- Excellent Graduate of Anhui Province, Provincial Department of Education 2016

## PROFESSIONAL EXPERIENCE

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**Amazon.com Services** *Economist Intern* June 2024 - Sep. 2024

- Researched the Augmented Synthetic Control (ASC) method for geo-based marketing experiments
- Adapted and integrated the ASC estimation into team's library, and tested its performance against Synthetic Difference-in-Differences for campaign impact assessment

**Amazon.com Services** *Economist Intern* June 2023 - Sep. 2023

- Collaborated with Prof. Eric J. Tchetgen Tchetge to conduct research on estimating sequential treatment effects without a natural control group, leveraging Synthetic Controls as the foundation
- Designed, tested, and implemented the Incremental Causal Effects Estimation to assess the impacts of stacked changes in third-party seller fees
- Short paper from this work selected for the 2023 Amazon Machine Learning Conference workshop

**Bayer Crop Science** *Data Scientist - contracted with Integrated Resources* Apr. 2019 - Mar. 2020

Applied machine learning algorithms and statistical models to optimize the breeding testing pipelines,

such as assessing the testing efficiency, treatment effects, and advancement selections

- **Repeated Checks Spatial Adjustment**

- Designed experiments using repeated commercial lines to address in-field spatial variation issues and utilized spatial interpolation methods to adjust the genetics evaluations
- Represented fields by tensor and researched on improving Tensor-to-Tensor Regression performance to predict the future spatial pattern

- **Ordinal Categorical Data Quality Control System**

- Extended Robust Logistic Regression into ordinal categorical scenarios using cumulative logits
- Developed and deployed an automatic outlier detection pipeline for data quality control

**FT Optimize** *Data Scientist*

*Oct. 2018 - Feb. 2019*

- Improved the bidding efficiency by developing algorithms and deploying machine learning pipelines
- Set up A/B tests and created a dashboard to track the performance of strategies and campaigns

**UIUC Health Care Engineering System Center** *Data Scientist Intern* *Jun. 2017 - Aug. 2017*

- Deployed machine learning algorithms to predict the risk of a heart failure patient being readmitted for better allocating resources and improving customer service

## TECHNICAL SKILLS

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**Skills:** Causal Analysis, Deep Learning, Data Mining, Data Visualization, Machine Learning, Natural Language Processing, Web Scraping

**Programming:** Python, R, SQL, SAS, SPSS, JAVA, HTML, Git

## REFERENCES

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**Zhe Zhang** (z9zhang@ucsd.edu)

Assistant Professor of Innovation, Technology, and Operations

Rady School of Management, University of California San Diego

Website: <https://rady.ucsd.edu/faculty-research/faculty/zhe-zhang.html>

**Kevin Zhu** (kxzhu@ucsd.edu)

Professor of Innovation, Technology and Operations

Rady School of Management, University of California San Diego

Website: <https://rady.ucsd.edu/faculty-research/faculty/kevin-zhu.html>

**Eric J. Tchetgen Tchetgen** (ett@wharton.upenn.edu)

University Professor

Professor of Biostatistics in Biostatistics and Epidemiology

Professor of Statistics and Data Science

The Wharton School, University of Pennsylvania

Website: <https://statistics.wharton.upenn.edu/profile/ett>