

Mengjie Wang

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EDUCATION

University of California San Diego, San Diego, California Ph.D. Management Sciences and Quantitative Methods, Rady School of Management	<i>May 2026 Expected</i>
University of Illinois at Urbana-Champaign, Champaign, Illinois M.S. Statistics, College of Liberal Arts & Sciences	<i>May 2018</i>
Anhui University, Hefei, China B.E. Economic Statistics, School of Economics	<i>June 2016</i>

RESEARCH INTEREST

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

RESEARCH

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). In preparation for submission.

Work in Progress

- Return Rate Disclosure: Empirical Insights from E-commerce Platform (with Zhe Zhang). Data analysis in progress.
- Understanding the Language of Attraction: A LLaMA-Based Framework for Livestreaming Viewer Analysis (with Jiuchen Zhang). Data analysis in progress.

TEACHING INTEREST

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

TEACHING EXPERIENCE

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

- 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

- 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

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

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>