Wangsheng Zhu

JSOM 3.222, Naveen Jindal School of Management

University of Texas at Dallas, Richardson, TX 75080

✉ wangsheng.zhu@utdallas.edu

Education

Naveen Jindal School of Management, University of Texas at Dallas　　　　　　　Richardson, TX

Ph.D. Candidate in Information Systems　　　　　　　　　　　　(Expected Graduation) 2024/05

Dissertation committee co-chairs: Vijay Mookejee, Subodha Kumar

Renmin Business School, Renmin University　　　　　　　　　　　　　　　Beijing, China

M.S. in Management Science　　　　　　　　　　　　　　　　　　　　　　　2018/07

Renmin Business School, Renmin University　　　　　　　　　　　　　　　Beijing, China

B.S. in Management Science　　　　　　　　　　　　　　　　　　　　　　　2015/07

Research Interests

Topics: Digital Advertising, Recommendation Systems, Prescriptive analytics (decision optimization integrated with data analytics)

Methodologies: Structural estimation, Control theory, Game theory, Mechanism design, Machine learning

Publications

1. **Wangsheng Zhu**, Subodha Kumar and Vijay Mookerjee (2023) *Coordination in Multibrand, Multimedia Advertising: Is It Always a Good Thing?* **Published online in advance, Information Systems Research (ISR)**. https://doi.org/10.1287/isre.2022.0283.

Research Projects

- **Papers under Review/Revision**

1. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?* **Major Revision (2nd-round), ISR**.

2. Shaojie Tang, **Wangsheng Zhu**, Jing Yuan, and Vijay Mookerjee. *Towards Adaptive Ad Sequencing for Markovian Users.* **Under review, POM Journal.**

3. **Wangsheng Zhu**, Jiahui Mo, Syam Menon and Sumit Sarkar. *A Recommendation Framework for Crowdsourcing Contest Design.* **Prepared to be submitted to ISR**.

- **Work in Progress**

4. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*.

5. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Optimal Information Selling Mechanism Considering the Ad Selection Behavior of Advertisers*.

6. **Wangsheng Zhu**, Syam Menon and Sumit Sarkar. *Recommender System for Designing Customized Tours*.

Conference Presentations

- **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee (2022) *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*. INFORMS Annual Meeting 2023.

- **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee (2022) *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*. Conference on Information Systems and Technology (CIST 2023).

- **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee (2022) *Winners, Losers, or Both: Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?* INFORMS Annual Meeting 2022.

- **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee (2022) *Winners, Losers, or Both: Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?* Conference on Information Systems and Technology 2022 (CIST 2022).

- **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee (2022) *Subsidizing the Advertisers'Data Acquisition in Targeted Advertising*. The 32nd POMS Annual Conference (POMS 2022).

- **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee (2021) *Subsidizing the Advertisers'Data Acquisition in Targeted Advertising*. Workshop on Information Technologies and Systems (WITS 2021).

- **Wangsheng Zhu**, Jiahui Mo, Syam Menon and Sumit Sarkar (2021) *A Framework for Optimal Crowdsourcing Contest Design*. International Conference on Information Systems (ICIS 2021).

- **Wangsheng Zhu**, Subodha Kumar and Vijay Mookerjee (2021) *Prescribing Optimal Advertising Strategies of Multibrand Multichannel Retailers*. Conference on Information Systems and Technology (CIST 2021).

- **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee (2020) *Optimal Information Selling Mechanism Considering the Ad Selection Behavior of Advertisers*. Conference on Information Systems and Technology (CIST 2020).

- **Wangsheng Zhu**, Jiahui Mo, Sumit Sarkar and Syam Menon (2020) *A Decision Support System for Seekers in Crowdsourcing Contests*. The 30th Workshop on Information Technologies and Systems (WITS 2020).

Invited Talk

- 11/01/2021, Ph.D. seminar at University of Washington, Talk title: *Coordination in Multibrand, Multimedia Advertising: Is It Always a Good Thing?*

Teaching Experience

Instructor, The University of Texas at Dallas

– Introduction to Programming (Evaluation for instructor 4.70/5.00)	Fall 2021
– Introduction to Programming (Evaluation for instructor 4.65/5.00)	Fall 2022
– Object Oriented Programming with Python (Evaluation for instructor 4.64/5.00)	Spring 2023

Assistant lecturer, The University of Texas at Dallas

– Probability and statistics for business	Fall 2023

Teaching assistant, The University of Texas at Dallas

– Data management	Summer 2022
– Business Analytics	Spring 2022
– Advanced Business Analytics	Spring 2022
– Programming for Data Science	Summer 2022
– Database Fundamentals	Spring 2020
– Healthcare Informatics	Fall 2019
– System analysis	Spring 2019
– Information Technology for Business	Fall 2018

Skills and Certificate

- **Programming skills:** Python, Java, C++, R, MATLAB, HTML, JavaScript, PHP, SQL
- **Software skills:** Mathematica, SAS, STATA, MS Office
- **Advanced Graduate Teaching Certificate** from the Center for Teaching and Learning at UTD

Awards

- Dean's Excellence Scholarship, Jindal School of Management   2023
- The 1st-class Scholarship of Academic Performance (top 15%)   2016
- The 2nd-class Scholarship of Academic Performance   2015
- The 2nd Prize, China Undergraduate Modeling Contest (Beijing region)   2014
- RUC Scholarship of Excellent Academic Performance (top 20%)   2014
- National Scholarship (top 5%)   2013
- RUC Scholarship of Social Work and Volunteer Service (top 20%)   2012
- RUC Scholarship of Excellent Academic Performance (top 20%)   2012
- Three-star Volunteer Award   2011