

## Wangsheng Zhu

JSOM 3.222, Naveen Jindal School of Management

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### Education

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**Naveen Jindal School of Management, University of Texas at Dallas**

Richardson, TX

*Ph.D. in Information Systems*

2024/05

Dissertation committee co-chairs: Vijay Mookerjee, 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

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**Topics:** Reinforcement Learning, Prescriptive Analytics, Digital Advertising, Recommendation Systems

**Methods:** Structural modeling, Control theory, Game theory, Mechanism design, Machine learning

### Publications

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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

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#### • 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. **Wangsheng Zhu**, Jiahui Mo, Syam Menon and Sumit Sarkar. *A Recommendation Framework for Crowdsourcing Contest Design.* **Under review, Management Science.**

- **Work in Progress**

3. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*.
4. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Optimal Information Selling Mechanism Considering the Ad Selection Behavior of Advertisers*.
5. **Wangsheng Zhu**, Syam Menon and Sumit Sarkar. *Recommender System for Designing Customized Tours*.
6. Kai Sun, **Wangsheng Zhu**, and Vijay Mookerjee. *Use Reinforcement Learning for Structural Model Identification*.

## Conference Presentations

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1. Kai Sun, **Wangsheng Zhu**, and Vijay Mookerjee. *Use Reinforcement Learning for Structural Model Identification*.
  - Biz AI Conference, 2024.
2. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*.
  1. INFORMS Annual Meeting, 2023.
  2. Conference on Information Systems and Technology (CIST), 2023.
3. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Winners, Losers, or Both: Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?*.
  - INFORMS Annual Meeting, 2022.
  - Conference on Information Systems and Technology (CIST), 2022.
  - The 32nd POMS Annual Conference (POMS), 2022.
  - Workshop on Information Technologies and Systems (WITS), 2021.
4. **Wangsheng Zhu**, Jiahui Mo, Syam Menon and Sumit Sarkar (2021) *A Framework for Optimal Crowdsourcing Contest Design*.
  - International Conference on Information Systems (ICIS), 2021.
  - The 30th Workshop on Information Technologies and Systems (WITS), 2021.

5. **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.

6. **Wangsheng Zhu**, Subodha Kumar and Vijay Mookerjee. *Prescribing Optimal Advertising Strategies of Multibrand Multichannel Retailers*.

- Conference on Information Systems and Technology (CIST), 2021.

## Invited Talk

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- 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

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### 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

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|---|-----------|
| – Probability and statistics for business | Fall 2023 |
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### Teaching assistant, The University of Texas at Dallas

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|---------------------------------------|-------------|
| – 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

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- **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.
- **Eye tracking data analysis**

## Awards

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| • Dean's Excellence Scholarship, Jindal School of Management | 2023 |
| • First-class Scholarship of Academic Performance            | 2016 |
| • Second-class Scholarship of Academic Performance           | 2015 |
| • Outstanding Bachelor Thesis Award                          | 2015 |
| • RUC Scholarship of Excellent Academic Performance          | 2014 |
| • National Scholarship                                       | 2013 |
| • RUC Scholarship of Social Work and Volunteer Service       | 2012 |
| • RUC Scholarship of Excellent Academic Performance          | 2012 |
| • Three-star Award of Volunteer Service                      | 2011 |