

Wangsheng Zhu

Department of Information Systems, Business Statistics, and Operations Management,
School of Business and Management,
Hong Kong University of Science and Technology,
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Academic Appointments

Hong Kong University of Science and Technology

Assistant Professor of Information Systems
School of Business and Management

Hong Kong, China

July 2024 - present

Education

Naveen Jindal School of Management, University of Texas at Dallas

Ph.D. in Information Systems

Dissertation committee:

Vijay Mookerjee (co-chair), Subodha Kumar (co-chair), Shaojie Tang, Ayvaci Mehmet

Advanced Graduate Teaching Certificate

Richardson, TX

May 2024

Renmin Business School, Renmin University

M.S. in Management Science

Beijing, China

July 2018

Renmin Business School, Renmin University

B.S. in Management Science

Beijing, China

July 2015

Research Interests

Topics: Reinforcement Learning, Digital Advertising, Recommendation Systems

Methods: Machine learning, Optimization theory, Control theory, Game theory, Mechanism design

Publications

1. **Wangsheng Zhu**, Subodha Kumar and Vijay Mookerjee (2023) *Coordination in Multibrand, Multimedia Advertising: Is It Always a Good Thing?*. **Information Systems Research** 35(3):1011-1033. [doi]

2. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee (2024) *Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?*. **Information Systems Research** Ahead of Print. [doi]

Research Projects

1. **Wangsheng Zhu**, Jiahui Mo, Syam Menon and Sumit Sarkar. *A Recommendation Framework for Crowdsourcing Contest Design*. To be submitted to ISR.
2. Kai Sun, **Wangsheng Zhu**, and Vijay Mookerjee. *Use Reinforcement Learning for Structural Model Identification*. Working paper.
 - Best paper nomination at CIST 2024
 - Best Paper Award of The e-Business section of INFORMS 2024
3. **Wangsheng Zhu**, Syam Menon and Sumit Sarkar. *Recommender System for Designing Customized Tours*. Working paper.
4. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*. Work in progress.
5. **Wangsheng Zhu**, Shaojie Tang, and Vijay Mookerjee. *Navigating the Unknown: Robustly Optimizing Advertising Strategies in the Face of Ad Auction Uncertainty*. Work in progress.

Conference Presentations

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*.
 - INFORMS Annual Meeting, 2023.
 - 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.
 - POMS Annual Conference (POMS), 2022.
 - Workshop on Information Technologies and Systems (WITS), 2021.
4. **Wangsheng Zhu**, Jiahui Mo, Syam Menon, and Sumit Sarkar. *A Framework for Optimal Crowdsourcing Contest Design*.
 - International Conference on Information Systems (ICIS), 2021.

- Workshop on Information Technologies and Systems (WITS), 2021.

5. **Wangsheng Zhu**, Shaojie Tang, and Vijay Mookerjee. *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.

Academic Services

1. Program Committee Member

- Workshop on Information Technologies and Systems (WITS), 2024.

2. Session Chair

- *Machine Learning in Decision-Making: Strategies and Interpretability*, INFORMS Annual Meeting, 2024.

3. Journal Reviewer

- Information Systems Research
- Production and Operations Management
- Information Technology and Management

4. Conference Reviewer

- Workshop on Information Technologies and Systems (WITS, 2024, 2023, 2022, 2021)
- International Conference on Information Systems (ICIS 2021, 2023, 2024)
- Conference on Information Systems and Technology (CIST 2023, 2018)
- Pacific-Asia Conference on Information Systems (PACIS 2022, 2023)

Invited Talk

- 2023: Texas A&M University, Chinese University of Hong Kong, Hong Kong University of Science and Technology, Shanghai Jiao Tong University, Fudan University
- 2021: University of Washington

Teaching Experience

Instructor, The Hong Kong University of Science and Technology

– Business Applications Development in Java

Fall 2024

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

Awards

• 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