

Wangsheng Zhu

JSOM 3.222, Naveen Jindal School of Management

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Education

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

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

Methods: Structural modeling, 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. **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

- Kai Sun, **Wangsheng Zhu**, and Vijay Mookerjee. *Use Reinforcement Learning for Structural Model Identification*.
 1. Biz AI Conference, 2024.
- **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.
- **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Winners, Losers, or Both: Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?*.
 1. INFORMS Annual Meeting, 2022.
 2. Conference on Information Systems and Technology (CIST), 2022.
 3. The 32nd POMS Annual Conference (POMS), 2022.
 4. 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*.
 1. International Conference on Information Systems (ICIS), 2021.
 2. The 30th Workshop on Information Technologies and Systems (WITS), 2021.

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

1. Conference on Information Systems and Technology (CIST), 2020.

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

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

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.
- **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 |