

WANGSHENG ZHU

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School of Business and Management,
Hong Kong University of Science and Technology,
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ACADEMIC APPOINTMENTS

School of Business and Management, Hong Kong University of Science and Technology <i>Assistant Professor of Information Systems</i>	Hong Kong, China July 2024 - present
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EDUCATION

Naveen Jindal School of Management, University of Texas at Dallas <i>Ph.D. in Information Systems</i> Dissertation committee co-chairs: Vijay Mookerjee, Subodha Kumar <i>Advanced Graduate Teaching Certificate</i>	Richardson, TX May 2024
Renmin Business School, Renmin University <i>M.S. in Management Science</i>	Beijing, China July 2018
Renmin Business School, Renmin University <i>B.S. in Management Science</i>	Beijing, China July 2015

RESEARCH INTERESTS

Topics: Data-driven decisions, Market design, Responsible AI, Reinforcement Learning, Recommendation Systems

Methods: Machine learning, Stochastic and dynamic optimization, Control theory, Game theory, Mechanism design

PUBLICATIONS

1. **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]
2. **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]

RESEARCH PROJECTS

1. **Wangsheng Zhu**, Jiahui Mo, Syam Menon, and Sumit Sarkar. *A Recommendation Framework for Crowdsourcing Contest Design*. **Major revision, 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*. **Prepared to Submit to MISQ**.
4. **Wangsheng Zhu**, Shaojie Tang, and Vijay Mookerjee. *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*. Work in progress.
5. **Wangsheng Zhu**. *Navigating the Unknown: Optimizing Advertising Strategies in the Face of Ad Auction Uncertainty*. Work in progress.

CONFERENCE PROCEEDINGS AND WORKSHOPS (* PRESENTING AUTHOR)

1. ***Wangsheng Zhu** (2025) *Navigating the Unknown: Optimizing Advertising Strategies in the Face of Ad Auction Uncertainty*. POMS Annual Meeting 2025, Atlanta, GA, USA.
2. Kai Sun, **Wangsheng Zhu**, and Vijay Mookerjee (2024) *Use Reinforcement Learning for Structural Model Identification*. Workshop on Information Technologies and Systems (WITS, 2024), Bangkok, Thailand.
3. Kai Sun, **Wangsheng Zhu**, and Vijay Mookerjee (2024) *Use Reinforcement Learning for Structural Model Identification*. Conference on Information Systems and Technology (CIST, 2024), Seattle, WA, USA.
4. Kai Sun, ***Wangsheng Zhu**, and Vijay Mookerjee (2024) *Use Reinforcement Learning for Structural Model Identification*. Biz AI Conference 2024, Dallas, TX, USA.
5. ***Wangsheng Zhu**, Shaojie Tang, and Vijay Mookerjee (2023) *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*. INFORMS Annual Meeting 2023, Phoenix, AZ, USA.
6. ***Wangsheng Zhu**, Shaojie Tang, and Vijay Mookerjee (2023) *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*. Conference on Information Systems and Technology (CIST, 2023), Phoenix, AZ, USA.
7. ***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, Indianapolis, IN, USA.
8. ***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 (CIST, 2022), Indianapolis, IN, USA.

9. ***Wangsheng Zhu**, Shaojie Tang, and Vijay Mookerjee (2022) *Winners, Losers, or Both: Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?*. POMS Annual Conference (POMS, 2022), virtual.
10. ***Wangsheng Zhu**, Shaojie Tang, and Vijay Mookerjee (2021) *Winners, Losers, or Both: Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?*. Workshop on Information Technologies and Systems (WITS, 2021), Austin, TX, USA.
11. ***Wangsheng Zhu**, Jiahui Mo, Syam Menon, and Sumit Sarkar (2021) *A Framework for Optimal Crowdsourcing Contest Design*. International Conference on Information Systems (ICIS, 2021), Austin, TX, USA.
12. ***Wangsheng Zhu**, Jiahui Mo, Syam Menon, and Sumit Sarkar (2021) *A Framework for Optimal Crowdsourcing Contest Design*. Workshop on Information Technologies and Systems (WITS, 2021), Austin, TX, USA.
13. ***Wangsheng Zhu**, Subodha Kumar, and Vijay Mookerjee (2021) *Prescribing Optimal Advertising Strategies of Multibrand Multichannel Retailers*. Conference on Information Systems and Technology (CIST, 2021), Newport Beach, CA, USA.
14. ***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), virtual.

ACADEMIC SERVICES

1. Program Committee Member

- Workshop on Information Technologies and Systems (WITS, 2024)
- Conference on Information Systems and Technology (CIST, 2025)

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
- Health Care Management Science
- Information Technology and Management

4. Conference Reviewer

- Workshop on Information Technologies and Systems (WITS, 2024, 2023, 2022, 2021)
- International Conference on Information Systems (ICIS 2025, 2024, 2023, 2021)
- Conference on Information Systems and Technology (CIST 2023, 2018)
- Pacific-Asia Conference on Information Systems (PACIS 2023, 2022)

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 (Evaluation for instructor 5.00/5.00) 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