

## 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

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

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Naveen Jindal School of Management, <b>University of Texas at Dallas</b> <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, <b>Renmin University</b> <i>M.S. in Management Science</i>	Beijing, China July 2018
Renmin Business School, <b>Renmin University</b> <i>B.S. in Management Science</i>	Beijing, China July 2015

### RESEARCH INTERESTS

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**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

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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

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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.
6. Zhikang Fan, **Wangsheng Zhu**, and Shaojie Tang. *Price Guarantee in Auctions on a Two-Sided Platform*. Work in progress.

## CONFERENCE PROCEEDINGS AND WORKSHOPS (\* PRESENTING AUTHOR)

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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

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### 1. Program Committee Member

- Workshop on Information Technologies and Systems (WITS, 2024, 2025)
- 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
- MIS Quarterly
- Production and Operations Management
- Health Care Management Science
- Information & 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 2025, 2024, 2023, 2021)
- Conference on Information Systems and Technology (CIST 2023, 2018)
- Pacific-Asia Conference on Information Systems (PACIS 2023, 2022)

## INVITED TALK

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- 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

## GRANTS

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- *Addressing Parameter Identification Challenges in Dynamic Structural Models Using Reinforcement Learning* (HK\$611,981), Early Career Scheme (ECS), University Grants Committee (UGC) Jan 2026 - Dec 2027

## TEACHING EXPERIENCE

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### **Instructor, The Hong Kong University of Science and Technology**

- E-commerce and Web Analytics Fall 2025
- Business Applications Development in Java Fall 2024, Spring 2025

### **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

## HONORS AND AWARDS

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- Best paper nomination at CIST 2024 2024
- Best Paper Award of The e-Business section of INFORMS 2024 2024
- Dean's Excellence Scholarship, Jindal School of Management, University of Texas at Dallas 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