Wangsheng Zhu

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School of Business and Management,

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ACADEMIC APPOINTMENTS

School of Business and Management, **Hong Kong University of Science and Technology**   Hong Kong, China
  Assistant Professor of Information Systems   July 2024 - present

EDUCATION

Naveen Jindal School of Management, **University of Texas at Dallas**   Richardson, TX
  Ph.D. in Information Systems   May 2024
      Dissertation committee co-chairs: Vijay Mookerjee, Subodha Kumar
  Advanced Graduate Teaching Certificate

Renmin Business School, **Renmin University**   Beijing, China
  M.S. in Management Science   July 2018

Renmin Business School, **Renmin University**   Beijing, China
  B.S. in Management Science   July 2015

RESEARCH INTERESTS

Topics: Data-driven decisions, Market design, 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.* **Prepared 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**. *Navigating the Unknown: Optimizing Advertising Strategies in the Face of Ad Auction Uncertainty.* Work in progress.

CONFERENCE PROCEEDINGS AND WORKSHOPS (* PRESENTING AUTHOR)

1. 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.

2. 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.

3. Kai Sun, ***Wangsheng Zhu***, and Vijay Mookerjee (2024) *Use Reinforcement Learning for Structural Model Identification.* Biz AI Conference 2024, Dallas, TX, USA.

4. ***Wangsheng Zhu***, Shaojie Tang, and Vijay Mookerjee (2023) *Managing Ad Campaigns on Digital Billboards under Supply Disruptions.* INFORMS Annual Meeting 2023, Phoenix, AZ, USA.

5. ***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.

6. ***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.

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?.* Conference on Information Systems and Technology (CIST, 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?.* POMS Annual Conference (POMS, 2022), virtual.

9. ***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.

10. ***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.

11. ***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.

12. ***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.

13. ***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),

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