

# RUBEN R SALAS

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## EDUCATION

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### **Ph.D. University of Pennsylvania**

*2023 - Current*

The Wharton School

Operations, Information, and Decisions

### **MBA INCAE Business School**

*2020*

Master in Business Administration

High Honors

### **M.S. Costa Rica National University**

*2016*

Master in Management Information Systems (MIS)

IT Project Management concentration

### **B.S. Costa Rica Distance State University**

*2014*

Business Administration & Finance

Valedictorian

### **B.S. Costa Rica National University**

*2010*

Systems Engineering

## RESEARCH INTERESTS

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**Broad Interests:** Artificial Intelligence, Machine Learning, Quantitative Marketing, Information Systems.

**Methodological Interests:** Bayesian Inference, Generative AI, Multimodal Machine Learning, Probabilistic Machine Learning.

**Applications:** AI and Creativity, Human–AI Collaboration, AI in Non-Cognitive Tasks, Generative Engine Optimization.

## WORKING PAPERS

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- R Salas, R. & Hosanagar K. , “AI-Mediated Marketing: Constrained Content Optimization for LLM Visibility” (2025)
- R Salas, R. & Hosanagar K., “Beyond Fluency: A Process–Centric Analysis of Human–AI Collaboration in Creative Industries” (2025).
  - **Best Paper Award** INFORMS Conference on Information Systems and Technology (CIST).
  - **Best PhD Paper Award**, Artificial Intelligence in Management (AIM) Conference, USC Marshall.
- Ramirez-Salas, R. & Fernandez-Corrales, C. (2022, September) “Does a CDO enhance Company Inventiveness? An Empirical Study on New Managerial Positions and Innovation ”.

## CONFERENCE PUBLICATIONS, BOOK CHAPTERS, AND OTHER WRITING

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- R Salas, R. & Hosanagar, K. (2025, October). “Beyond Fluency: A Process–Centric Analysis of Human–AI Collaboration in Creative Industries” [Paper presentation], INFORMS Conference on Information Systems and Technology (CIST), Atlanta, GA. Recipient of the **Best Paper Award**.

- R Salas, R. & Hosanagar, K. (2025, March). “Beyond Fluency: A Process–Centric Analysis of Human–AI Collaboration in Creative Industries” [Paper presentation], Artificial Intelligence in Management (AIM 2025), University of Southern California, Los Angeles, CA. Recipient of the **Vithala Rao Best PhD Paper Award**.
- R Salas, R. & Hosanagar, K. (2024, December) “Artificial Intelligence Sense of Humor and its Economic Effects for Creative Industries” [Paper presentation], Discussant: Jonathan Hersh. Workshop on Information Systems and Economics (WISE 2024), Bangkok, Thailand.
- R Salas, R. & Hosanagar, K. (2024, December) “Artificial Intelligence Sense of Humor and its Economic Effects for Creative Industries” [Paper presentation], Yale Conference on Artificial Intelligence, Machine Learning, and Business Analytics, Connecticut, US.
- Ramirez-Salas, R. & Fernandez-Corrales, C. (2022, September) “Does a CDO enhance Company Inventiveness? An Empirical Study on new Managerial Positions and Innovation ” [Paper presentation]. Strategic Management Society (SMS) 42nd Annual Conference, London, UK.
- Ramirez-Salas, R. & Fernandez-Corrales, C. (2022, August) “Does a CDO enhance Company Inventiveness? An Empirical Study on new Managerial Positions and Innovation ” [Paper presentation]. Twenty-eighth Americas Conference on Information Systems (AMCIS), Minneapolis, MN. (awarded)

## GRANTS, HONORS, AND AWARDS

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- INFORMS Best conference paper award (CIST 2025)
- Stavros Niarchos Foundation Paideia Graduate Fellow, 2025–2026. Selected to lead initiatives advancing civic dialogue and student engagement through the PIT (Public Interest Technology) program.
- Marjorie Weiler Prize for Excellence in Writing, The Wharton School, 2025. Recognizes exceptional clarity, coherence, and critical thinking in doctoral writing.
- Vithala Rao Best PhD Paper Award, Artificial Intelligence in Management (AIM) Conference, University of Southern California, USC, 2025.
- Analytics at Wharton, Spring Grant 2025.
- Analytics at Wharton, Spring Grant 2024.
- George Logan Fund. Support young member(s) of faculty with the most promising research agenda. 2022.
- Americas Conference on Information Systems (AMCIS 2020). Selected among top papers (AMCIS2022), Minneapolis, 2022

## TEACHING

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The Wharton School, graduate student

- Wharton Doctoral Tech Camp, Summer 2025.
- Carpentries Ecology programming workshop (UPenn CURF), June 2025.
- Wharton Doctoral Tech Camp, Summer 2024.
- Carpentries Ecology programming workshop (UPenn CURF), June 2024.
- Carpentries Social Science programming workshop (UPenn Library), March 2024.

INCAE Business School, Researcher

- Marketing Technology, Executive MBA, INCAE Business School (online in partnership with Emeritus). 2022.
- Quantitative Methods, MAIT, INCAE Business School. 2021
- CS50(Computer Science) for Business, MAIT, INCAE Business School. 2021

## **OTHER EXPERIENCE**

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- Research Assistant to Avi Goldfarb, Rotman School of Management (Fall 2022)
- Pre-doctoral researcher, INCAE Business School (2021-2022)

## **INDUSTRY EXPERIENCE**

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- Information Technology Center of Excellence Team Leader, CPG industry (2012-2019)
- Business Intelligence Developer, Banking Sector (2011 - 2012)
- Information Technology Consultant, Manufacturing sector (2010 - 2011).

## **ADDITIONAL**

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**Tech Skills**

Probabilistic Machine Learning, Python, R, LLMs

**Databases**

SQL, MongoDB

**Professional Certifications**

PMP, ITILv4, ISO/IEC 27001

**Hobbies**

Chess player