

RUBEN R SALAS

Jon M. Huntsman Hall, 3730 Walnut St ◊ Philadelphia, PA 19104
rubenrs@wharton.upenn.edu

EDUCATION

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

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

- 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

- 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

- 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

MEDIA APPEARANCES

- “Penn Public Interest Technology initiative hosts virtual fireside talk on AI applications,” *The Daily Pennsylvanian*, December 2025. [[Link](#)]

TEACHING

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

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

INDUSTRY EXPERIENCE

- 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

Tech Skills	Probabilistic Machine Learning, Python, R, LLMs
Databases	SQL, MongoDB
Professional Certifications	PMP, ITILv4, ISO/IEC 27001
Hobbies	Chess player