

WENJIA BA

wenjia.ba@sauder.ubc.ca ◇ Personal Website

EMPLOYMENT

University of British Columbia, Vancouver, BC, Canada
Assistant Professor, Marketing and Behavioural Science

Sep. 2023 - now

Amazon Science, Palo Alto, CA, USA
Postdoctoral Research Scientist at Amazon Ads
Mentored by Xi Chen

Sep. 2022 - Jul. 2023

EDUCATION

Stanford, Graduate School of Business, Stanford, CA, USA
Ph.D. Operations, Information and Technology
Advised by J. Michael Harrison and Haim Mendelson

Sep. 2016 - Aug. 2022

Fudan University, Shanghai, China
B.S. in Mathematics and Applied Mathematics

Sep. 2012 - July. 2016

University of California, Berkeley, Berkeley, CA, USA
Exchange student in Department of Mathematics
University of California Education Abroad Program (UCEAP)

Aug. 2014 - Dec. 2014

RESEARCH INTEREST

Data-driven sequential learning with high-dimensional data;
Modeling and algorithms for decision-making under uncertainty; Game theoretical learning
Digital platforms; Revenue management; Assortment optimization

PAPERS

Optimal No Regret Learning in Strongly Monotone Games with Bandit Feedback
with Tianyi Lin, Zhengyuan Zhou, Jiawei Zhang (Operations Research, 2025)

Advertising Media and Target Audience Optimization via High-dimensional Bandits
with J. Michael Harrison, Harikesh S. Nair (Minor Revision with Management Science)

Poisson Approximations for Bernoulli Bandits
with Lin Fan, Peter W. Glynn, J. Michael Harrison (Working paper)

Agent-Mediated Commerce: Equilibrium Strategies and Market Dynamics
with Haim Mendelson, Mingxi Zhu (Working paper)

Human vs. AI: Reference Dependence and Algorithmic Price Competition
With S. Neda Ahmadi Amiri and Eddie Ning (Work in Progress)

The Morality of Large Language Models
with Wenxing Ma, Deepak Sirwani, and Chunhua Wu (Work in Progress)

TEACHING EXPERIENCE

OIT 245 (MBA Core), Optimization and Simulation Modeling, Teaching assistant	Fall 2018, Fall 2019
OIT 356 (MBA Elective), Electronic Business, Teaching assistant	Winter 2019, Spring 2020
COMM 365 (Undergraduate Core), Market Research, Instructor	Fall 2023, Fall 2024, Fall 2025

SELECTED HONORS AND AWARDS

Theodore J. and Esther E. Kreps Fellowship	2021
The Eleanor H. and Walter A. Holt Fellowship	2020 & 2021
The Dipanjan and Shashikala Deb Fellowship	2019
Ernest T. Hinshaw, Jr. and Nell Hinshaw Fellowship	2017 & 2018
EDGE: Enhancing Diversity in Graduate Education Doctoral Fellowship Program	2016
MBA Class of 1980 Doctoral Fellowship	2016
Graduate with honor of Shanghai City (Top 1%)	2016
Meritorious Winner of Mathematical Contest in Modeling (MCM) (Top 9%)	2015
National Scholarship (Top 1%)	2013 & 2014

SELECTED CONFERENCE AND SEMINAR PRESENTATIONS

Poisson Approximations for Bernoulli Bandits

INFORMS Annual Meeting 2024, *Seattle, Washington*

ISMS Marketing Science 2025, *Washington DC*

Online Advertising via Bandit Experiment: An Efficient Method Suitable for High-dimensional Problems

INFORMS Annual Meeting 2021, *Anaheim, CA*

JD.com Research Seminar, *Virtual*

MOILS (Operation Management Lunch Seminar), NYU Stern, *Virtual*

Sales Policies for a Virtual Assistant Platform

INFORMS Annual Meeting 2019, *Seattle, WA*

Revenue Management and Pricing 2019, *Stanford, CA*

MSOM Conference 2019, *Singapore*

SERVICE AND ORGANIZATIONS

Journal Referee Service

Mathematics of Operations Research, Management Science, Marketing Science, Production and Operations Management

Conference Session Chair

INFORMS (2025, 2024, 2023), POMS (2023)

Volunteer

Workshop on Information Systems and Economics 2018, *San Francisco, CA*

Professional Organizations

INFORMS, MSOM, ISMS

ADDITIONAL INFORMATION

Programming C/C++, Matlab, Python, R

Language Chinese, English

Hobbies Tennis, Squash, Acrylic painting