

Wangsheng Zhu

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University of Texas at Dallas, Richardson, TX 75080

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Education

Naveen Jindal School of Management, University of Texas at Dallas	Richardson, TX
<i>Ph.D. in Information Systems</i>	2024/05
Dissertation committee co-chairs: Vijay Mookerjee, Subodha Kumar	
Renmin Business School, Renmin University	Beijing, China
<i>M.S. in Management Science</i>	2018/07
Renmin Business School, Renmin University	Beijing, China
<i>B.S. in Management Science</i>	2015/07

Research Interests

Topics: Reinforcement Learning, Prescriptive Analytics, Digital Advertising, Recommendation Systems

Methods: Structural modeling, Control theory, Game theory, Mechanism design, Machine learning

Publications

1. **Wangsheng Zhu**, Subodha Kumar and Vijay Mookerjee (2023) *Coordination in Multibrand, Multimedia Advertising: Is It Always a Good Thing?* **Published online in advance, Information Systems Research (ISR)**. <https://doi.org/10.1287/isre.2022.0283>.

Research Projects

- **Papers under Review/Revision**

1. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?* **Major Revision (2nd-round), ISR**.

2. **Wangsheng Zhu**, Jiahui Mo, Syam Menon and Sumit Sarkar. *A Recommendation Framework for Crowdsourcing Contest Design*. **Under review, Management Science**.

- **Work in Progress**

3. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*.

4. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Optimal Information Selling Mechanism Considering the Ad Selection Behavior of Advertisers*.

5. **Wangsheng Zhu**, Syam Menon and Sumit Sarkar. *Recommender System for Designing Customized Tours*.

6. Kai Sun, **Wangsheng Zhu**, and Vijay Mookerje. *Use Reinforcement Learning for Structural Model Identification*.

Conference Presentations

1. Kai Sun, **Wangsheng Zhu**, and Vijay Mookerje. *Use Reinforcement Learning for Structural Model Identification*.

- Biz AI Conference, 2024.

2. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Managing Ad Campaigns on Digital Billboards under Supply Disruptions*.

- INFORMS Annual Meeting, 2023.
- Conference on Information Systems and Technology (CIST), 2023.

3. **Wangsheng Zhu**, Shaojie Tang and Vijay Mookerjee. *Winners, Losers, or Both: Should Ad-Exchanges Subsidize the Acquisition of Targeting Data in Ad Auctions?*.

- INFORMS Annual Meeting, 2022.
- Conference on Information Systems and Technology (CIST), 2022.
- The 32nd POMS Annual Conference (POMS), 2022.
- Workshop on Information Technologies and Systems (WITS), 2021.

4. **Wangsheng Zhu**, Jiahui Mo, Syam Menon and Sumit Sarkar (2021) *A Framework for Optimal Crowdsourcing Contest Design*.

- International Conference on Information Systems (ICIS), 2021.
- The 30th Workshop on Information Technologies and Systems (WITS), 2021.

5. **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.

6. **Wangsheng Zhu**, Subodha Kumar and Vijay Mookerjee. *Prescribing Optimal Advertising Strategies of Multibrand Multichannel Retailers*.

- Conference on Information Systems and Technology (CIST), 2021.

Invited Talk

- 11/01/2021, Ph.D. seminar at University of Washington, Talk title: *Coordination in Multibrand, Multimedia Advertising: Is It Always a Good Thing?*

Teaching Experience

Instructor, The University of Texas at Dallas

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|---------------------------------------------------------------------------------|-------------|
| – 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

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| – Probability and statistics for business | Fall 2023 |
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Teaching assistant, The University of Texas at Dallas

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| – 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 |

Skills and Certificate

- **Programming skills:** Python, Java, C++, R, MATLAB, HTML, JavaScript, PHP, SQL

- **Software skills:** Mathematica, SAS, STATA, MS Office
- **Advanced Graduate Teaching Certificate** from the Center for Teaching and Learning at UTD.
- **Eye tracking data analysis**

Awards

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| • 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 |