Zisu Wang

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Education

Eller College of Management, University of Arizona
- Ph.D. in *Management Information Systems* — *May 2024 (Expected)*
- M.Sc. in *Statistics and Data Science* — *Aug 2023 (Expected)*

University of Science and Technology of China (USTC)
- B.Sc. in *Statistics* — *June 2018*

Research Interests

Methods	Machine Learning, Deep Learning, Bayesian Statistics, Causal Inference
Applications	Digital Marketing, Human-Machine Collaboration, Open Source Software

Publication

Modeling Behavioral Dynamics in Digital Content Consumption: An Attention-Based Neural Point Process Approach with Applications in Video Games (with Junming Yin, Katherine Feng, and Yong Liu), *forthcoming* at *Marketing Science*

Working Papers

How Credibility Assessment Technologies Affect Decision Fairness in Evidence-Based Investigations: A Bayesian Perspective (with Xinran Wang, Mateusz Dolata, and Jay F. Nunamaker). Under review at *Decision Support Systems*

Fix the Issue! A Contextual Bandit Approach to Triaging Community Feedback for Open-Source Software (with Yong Ge). In preparation for submission to *Information Systems Research*

Workshop & Conference Presentations (*:*Presented by Co-authors*)

Modeling Behavioral Dynamics in Digital Content Consumption: An Attention-Based Neural Point Process Approach with Applications in Video Games
- Workshop on Data Science in a Digital World*, Boston, MA — *May 2022*
- Workshop on Information Technologies and Systems*, Austin, TX — *Dec. 2021*
- KDD Workshop on Machine Learning for Consumers and Markets, Singapore — *Aug. 2021*
- Winter Conference on Business Analytics, Snowbird, UT *(cancelled due to COVID-19)* — *Mar. 2020*
- Conference on Artificial Intelligence and Machine Learning, Philadelphia, PA — *Dec. 2019*
- INFORMS Workshop on Data Science, Seattle, WA — *Oct. 2019*
- Conference on Information Systems and Technology, Seattle, WA — *Oct. 2019*
- The 13th China Summer Workshop on Information Management*, Shenzhen, China — *June 2019*

Fix the Issue! A Contextual Bandit Approach to Triaging Community Feedback for Open-Source Software
- 2022 INFORMS Annual Meeting, Indianapolis, IN — *Oct. 2022*

Teaching Experiences

Instructor, University of Arizona
- ▶ **MIS 584: Big Data Technologies** (Graduate Core)
  - Semester: Fall 2022 (Class Size: 52, Overall Rating: 4.67/5)
  - Developed and introduced various topics on distributed computing, machine learning, and natural language processing through lectures, hands-on lab sessions, and team projects

Teaching Associate, University of Arizona
- ▶ **MIS 301: Data Structures and Algorithms** (Undergraduate Core)
  - Semesters: Spring 2023 (Class Size: 72); Spring 2022 (Class Size: 94); Fall 2021 (Class Size: 112); Spring 2021 (Class Size: 99); Fall 2020 (Class Size: 106); Fall 2019 (Class Size: 102)
  - Co-designed lecture notes, assignments, and quizzes on Python and Java programming with the instructors; configured software and hardware for remote instruction during COVID-19
  - Delivered 4 guest lectures on data analytics with Python every semester since Spring 2021
- ▶ **MIS 503: Programming Concepts for Business** (Graduate Elective)
  - Semester: Spring 2021 (Class Size: 24)
  - Hosted weekly recitation classes and lab sessions to review Python programming techniques
- ▶ **MIS 513: Business Foundations for IT** (Graduate Core)
  - Semester: Spring 2020 (Class Size: 83)
  - Provided guidance to and evaluate students' bi-weekly business case competitions
- ▶ **MIS 586: Big Data Analytics** (Graduate Elective)
  - Semester: Spring 2020 (Class Size: 30)
  - Hosted weekly office hours answering students' questions about various topics on data analytics

Academic Services

Journal Reviewer:
> *Transactions on Management Information Systems (TMIS); Frontiers in Big Data*

Conference Reviewer:
> *Conference on Information Systems and Technology (CIST); Workshop on Information Technologies and Systems (WITS); INFORMS Workshop on Data Science; Pacific Asia Conference on Information Systems (PACIS)*

Volunteer
- GPSC Grant Application Reviewer, University of Arizona — *2019 - 2023*
- Data Analytics Judge, University of Arizona — *2021*
- The 2018 INFORMS Annual Meeting — *Oct. 2018*
- The 10th China R Conference — *June 2017*

Honors and Awards

James F. LaSalle Teaching Excellence Award, University of Arizona	*2023*
Alan Dennis PhD Travel Award, University of Arizona	*2022*
GPSC Travel Grant, University of Arizona	*2019, 2022*
Outstanding Student Scholarship, University of Science and Technology of China	*2015 - 2017*
Outstanding Freshman Scholarship, University of Science and Technology of China	*2014*

Selected Coursework

Management Information Systems

Enterprise Data Management (By Faiz Currim)

Design Science Research Methodologies (By Yong Ge)

Readings in MIS (By Jay F. Nunamaker)

Topics in Data and Web Mining (By Hsinchun Chen)

Topics in MIS Research Methodologies (By Sue Brown)

Economics of Information Systems (By Wei Chen)

Network Science: Theory and Applications (By Sudha Ram)

Economics

Econometrics (By Tiemen Wouterson)

Program Evaluation (By Hidehiko Ichimura)

Statistics

Design of Experiments (By Lingling An)

Statistical Machine Learning (By Hao Zhang)

Statistical Computing (By Walter Piegorsch)

Advanced Statistical NLP (By Gus Hann-Powell)

Professional Experiences

Data Science Ambassador, University of Arizona *Aug. 2022 - May 2023*

PhD Data Science Intern, Capital One *June 2022 - Aug. 2022*

Technical Skills

Programming Python, R, Java, JavaScript, C, Matlab, SQL, SAS, Mathematica

Platform Amazon Web Services, Google Cloud Platform, Snowflake, Databricks

Software & Tools NumPy, pandas, SciPy, scikit-learn, PyTorch, Spark, MongoDB, Docker, Tableau