

SHENGHAO WANG

21 East Market St, S283 PBB ◊ Iowa City IA 52246

217-693-9794 ◊ shenghao-wang@uiowa.edu

EDUCATION

University of Iowa Ph.D. in Business Analytics and Information System Tippie College of Business Advisor: Prof. Tong Wang	2018 ~ 2023
Boston University M.S. in Mathematical Finance Questrom School of Business	2016 ~ 2018
University of Illinois, Urbana-Champaign B.S. in Statistics College of Liberal Arts & Sciences	2012 ~ 2016

RESEARCH INTERESTS

My research lies in the broad area of **machine learning** and **big data analytics**, with a particular interests in digital commerce and retail business. The goal of my research is to develop new methodologies to study consumer behaviors and business-decision making in environments such as electronic commerce, omni-channel business, offline retail, and fintech.

INDUSTRY EXPERIENCE

Oracle Research Intern	May 2021 ~ Aug 2021
<ul style="list-style-type: none">• Retail Global Business Team - I work on various retail forecasting and optimization problem, including warehouse demand prediction, replenishment optimization, truck load scaling, as well as inventory and stocking policy optimization by using machine learning and integer programming.	
TripAdvisor Data Scientist Intern	Feb 2018 ~ Aug 2018
<ul style="list-style-type: none">• Revenue Management Team - I work on bidding strategy optimization for online travel agency (OTA) and hotel Ads ranking algorithms.	
CME Group Quantitative Research Intern	May 2017 ~ Aug 2017
<ul style="list-style-type: none">• Risk Management Team - I work on new Value at Risk (VaR) model by updating return distribution estimation and incorporating forward-looking indicator; I collaborate closely with market research team for developing new margin model for futures and options of energy products.	
StateFarm Actuarial Intern	May 2015 ~ Aug 2015
<ul style="list-style-type: none">• Pricing & Modeling Team - I develop pricing models for insurance policy, and work extensively on time series data wrangling, imputed missing values and normalized the datasets.	

PUBLICATIONS & WORKING PAPER

1. **Shenghao Wang**, Tong Wang, Cheng He, and Yu Jeffrey Hu *Can Your Toothpaste Shopping Predict Mutual Funds Purchasing? Transferring Knowledge from Consumer Goods to Financial Products Via Machine Learning*. **Management Science (R&R)**
 - Accepted for Presentation at 2022 INFORMS Annual Meeting - Indianapolis, Indiana, USA.
 - Accepted for Presentation at 2022 Statistical Challenges in Electronic Commerce Research (SCECR) - Madrid, Spain
 - Accepted for Presentation at 2022 INFORMS Marketing Science Conference - Chicago, Illinois, USA
 - Accepted for Presentation at 2021 Conference on Information System and Technology (CIST) - Newport Beach, California, USA
2. **Shenghao Wang** and Tong Wang, and Yu Jeffrey Hu *Customer Traffic Prediction for Retail Stores using Adaptively Dynamic Spatial-Temporal Attention Graph Convolution Networks*. **(In Preparation, Target for Management Science)**
3. **Shenghao Wang**, Tong Wang, and Yu Jeffrey Hu *Estimating Retail Store Location Importance in Knowledge Graph using Graph Neural Networks*. **(In Preparation, Target for Management Science)**

PATENTS

1. Predicting Supply Chain Policies Using Machine Learning. March 2022
Shenghao Wang, Setareh Borjjan, Su-Ming Wu
U.S. Patent Application No. 176986666 (Submitted)

HONORS AND AWARDS

Graduate College Summer Fellowship, University of Iowa	Summer 2022
Department Research Assistant Fellowship, University of Iowa	Spring 2022
Graduate Student Travel Award, University of Iowa	Fall 2021
Post-Comprehensive Exam Fellowship, University of Iowa	Fall 2021
Outstanding Student Summer Intern Award, Oracle	Summer 2021
Graduate College Summer Fellowship, University of Iowa	Summer 2021
Summer Research Fellowship, University of Iowa	Summer 2020
Summer Research Fellowship, University of Iowa	Summer 2019
First-Year Graduate Fellowship, University of Iowa	Aug 2018 ~ May 2019
Dean's List, College of LAS, University of Illinois	Aug 2014 ~ May 2016

MENTORING

Student Mentoring in Research

Yuling Wang, Undergrad student at Brandeis University	Summer 2022
Kefeng Xiao, Undergrad student at University of Iowa	Summer 2022
Jiayi Li, Undergrad student at Columbia University	Summer 2022
Yue Gong, Master student at Boston University	Spring 2020

Yu Kan, Master student at Georgia Institute of Technology

Summer 2019

Jiayi Guan, Master student at Carnegie Mellon University

Spring 2019

TEACHING

Graduate Teaching Assistant

BAIS 3000: Operation Management - Head TA Fall 2022

BAIS 3000: Operation Management Spring 2021

BAIS 3005: Information System Spring 2021

BAIS 3000: Operation Management Fall 2020

BAIS 3005: Information System Fall 2020

MSCI 3020: Computational Thinking Spring 2020

MSCI 3020: Computational Thinking Fall 2019

MSCI 3800: Optimization and Simulation Modeling Spring 2019

MSCI 3800: Optimization and Simulation Modeling Fall 2018

REFERENCE

Prof. Tong Wang

Assistant Professor of Business Analytics

Tippie College of Business

University of Iowa

tong-wang@uiowa.edu

Prof. Yu Jeffrey Hu

Sharon A. and David B. Pearce Professor

Scheller College of Business

Georgia Institute of Technology

jeffrey.hu@scheller.gatech.edu

Prof. Cheng He

Assistant Professor of Marketing

Wisconsin School of Business

University of Wisconsin-Madison

cheng.he@wisc.edu