

# WENJIA BA

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## EDUCATION

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- Stanford, Graduate School of Business**, Stanford, CA, USA *Sep. 2016 - present*  
Ph.D. Operations, Information and Technology  
Advised by J. Michael Harrison and Haim Mendelson
- Fudan University**, Shanghai, China *Sep. 2012 - July. 2016*  
B.S. in Mathematics and Applied Mathematics  
Ranking: 1/214 in the Department of Mathematics
- University of California, Berkeley**, Berkeley, CA, USA *Aug. 2014 - Dec. 2014*  
Exchange student in Department of Mathematics  
University of California Education Abroad Program (UCEAP)
- University of California, Los Angeles**, Los Angeles, CA, USA *Jul. 2015 - Sep. 2015*  
Summer research in Department of Mathematics  
Cross-disciplinary Scholars in Science and Technology (CSST) Program

## RESEARCH INTEREST

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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

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- Online Advertising via Bandit Experiments: An Efficient Method Suitable for High-dimensional Problems**  
with J. Michael Harrison, Harikesh S. Nair (Working paper)
- Approximations for Bernoulli Bandits**  
with Lin Fan, Peter W. Glynn, J. Michael Harrison (Working paper)
- Sales Policies for a Virtual Assistant**  
with Haim Mendelson, Mingxi Zhu (Working paper)
- Optimal No Regret Learning in Strongly Monotone Games with Bandit Feedback**  
with Tianyi Lin, Zhengyuan Zhou, Jiawei Zhang (Major Revision, Operations Research)

## TEACHING EXPERIENCE

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- 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

## SELECTED HONORS AND AWARDS

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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
China Scholarship Council(CSC) Scholarship	2014
National Scholarship (Top 1%)	2013 & 2014

## SELECTED CONFERENCE AND SEMINAR PRESENTATIONS

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### **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

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**Journal Referee Service** Mathematics of Operations Research

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

**Professional Organizations** INFORMS, MSOM

## ADDITIONAL INFORMATION

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

**Language** Chinese, English

**Hobbies** Tennis, Squash, Acrylic painting

## REFERENCES

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### **J. Michael Harrison**

Professor of Management

Stanford Graduate School of Business

[mike.harrison@stanford.edu](mailto:mike.harrison@stanford.edu), +1 (650) 723-4727

### **Haim Mendelson**

Professor of Electronic Business and Commerce, and Management

Stanford Graduate School of Business

[haim@stanford.edu](mailto:haim@stanford.edu), +1 (650) 725-8927

### **Harikesh S. Nair**

Professor of Marketing

Stanford Graduate School of Business, Google

[harikesh.nair@stanford.edu](mailto:harikesh.nair@stanford.edu), +1(650) 736-4256