## **Research Notes: Ricky Tan**

October 2, 2019



<u>Ricky Tan's</u> paper "When to Play Your Advertisement? Optimal Insertion Policy of Behavioral Advertisement," co-authored with Subodha Kumar from Temple University and Lai Wei from Shanghai Jiaotong University, has been accepted for publication in *Information Systems Research*. Tan is an assistant professor of management science at the A. B. Freeman School of Business.