

ZHI (AARON) CHENG

Ph.D. Candidate of Management Information Systems
Fox School of Business, Temple University

1810 North 13th Street
201F Speakman Hall
Philadelphia, PA 19122-6083

acheng@temple.edu
+1 (215)-519-8246
community.mis.temple.edu/zcheng/

EDUCATION

Fox School of Business, Temple University Philadelphia, PA, USA
Ph.D. Student in Management Information Systems 2014 – 2019 (Expected)

- Presidential Fellowship Award

Dissertation

Title: “*Digital Citizenship: The Role of Information, Automation, and Transformation*”
Committee: Paul A. Pavlou, Min-Seok Pang, Ting Li

School of Business, Renmin University of China Beijing, China
Master in Management Science and Engineering 2012 – 2015

- Excellent Graduate Award
- National Fellowship for Graduate Student (awarded by the Ministry of Education)

School of Information, University of International Relations Beijing, China
Bachelor in Management Information Systems 2008 – 2012

- Excellent Thesis Award
- Best Student Leader Award

RESEARCH INTERESTS

TOPICS

Digitization for Grand Societal Challenges
Digital Strategy for Customer-Centric Business
Data Analytics, Emerging Technologies, Privacy

METHODOLOGIES

Lab and Field Experiment
Econometrics
Machine Learning
Survey Design

PUBLICATION

Zhi (Aaron) Cheng, Angelika Dimoka, and Paul A. Pavlou (2016). “Context May Be King, but Generalizability is the Emperor!” *Journal of Information Technology*, 31(3), 257-264.

WORKING PAPERS

Digitization for Grand Societal Challenges

1. Zhi (Aaron) Cheng, Min-Seok Pang, and Paul A. Pavlou. “Mitigating Traffic Congestion: The Role of Intelligent Transportation Systems”
 - Under Revision for the 2nd Round of Review at *Information Systems Research*
2. Zhi (Aaron) Cheng, Brad N. Greenwood, and Paul A. Pavlou. “Should We Play A Game? An Empirical Investigation on Location-Based Mobile Gaming on Mental Illness”
 - Under the Final Preparation for Submission to *Information Systems Research*
3. Zhe Deng, Zhi (Aaron) Cheng, Pedro Ferreira, and Paul A. Pavlou. “Mobile Technology Policy, Attention Allocation, and Student Performance: A Video-Tracking Randomized Field Experiment”
 - Preparing for Journal Submission, Target: *Management Science*

Digital Strategy for Customer-Centric Business

4. Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou. “Information Transparency and Customer Churn: Evidence from Insurance Industry”
 - Under the Final Preparation for Submission to *Management Science*
 - *Best Track Paper in Human-Computer Interaction (ICIS 2016)*
 - *Most Innovative Research-in-progress Nominee (ICIS 2016)*
5. Ting Li, Dimitrios Tsekouras, Zhi (Aaron) Cheng. “Free Shipping Promotion – Leveraging Scarcity and Popularity Information”
 - Under Review at *Marketing Science*

WORK IN PROGRESS

Digitization for Grand Societal Challenges

6. Zhi (Aaron) Cheng. “Automated Enforcement: Surveillance Technology and Traffic Safety” (with Zhanyu Dong, and Min-Seok Pang)
 - Drafting, Target: *Management Science*

Digital Strategy for Customer-Centric Business

7. Zhi (Aaron) Cheng. “Mobile Advertising as a Customer Retention Strategy: Evidence from a Randomized Field Experiment” (with Ting Li)
 - Data Analysis, Target: *Management Science*

SELECTED PRESENTATIONS AND TALKS

Information Transparency and Customer Churn

1. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. *Proceedings of the 37th International Conference on Information Systems (ICIS)*, Dublin, Ireland. (December 2016)
 - **Best Track Paper in Human-Computer Interaction (ICIS 2016)**
 - **Most Innovative Research-in-progress Nominee (ICIS 2016)**
2. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korean. (December 2017)
3. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. *Conference on Information Systems and Technology (CIST)*, Houston, TX. (October 2017)
4. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. Rotterdam School of Business, Erasmus University, Netherlands. (June 2017)
5. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. *Statistical Challenge in E-commerce Research (SCECR)*, Naxos, Greece. (June 2016)
6. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. *INFORMS Annual Meeting*, Nashville, TN. (November 2016)

Intelligent Transportation Systems and Traffic Congestion

7. **Cheng, Zhi**, Pang, Min-Seok, and Pavlou, Paul, A. *Proceedings of the 37th International Conference on Information Systems (ICIS)*, Dublin, Ireland. (December 2016)
8. **Cheng, Zhi**, Pang, Min-Seok, and Pavlou, Paul, A. *Conference on Information Systems and Technology (CIST)*, Nashville, TN. (November 2016)
9. **Cheng, Zhi**, Pang, Min-Seok, and Pavlou, Paul, A. *Erasmus Energy Forum (EEF)*, Rotterdam School of Business, Erasmus University, Netherlands. (June 2017)

Automated Enforcement on the Road

10. **Cheng, Zhi**, Dong, Zhanyu, and Pang, Min-Seok. *Conference on Information Technology and Systems (CIST)*, Phoenix, AZ. (November 2018) (*Scheduled*)
11. **Cheng, Zhi**, Dong, Zhanyu, and Pang, Min-Seok. *Conference on Health Information Technology and Analytics (CHITA)*, Washington D.C. (October 2018) (*Scheduled*)

Mobile Gaming and Mental Health

12. **Cheng, Zhi**, Greenwood Brad N, and Pavlou, Paul, A. *Conference on Health Information Technology and Analytics (CHITA)*, Washington D.C. (October 2018) (*Scheduled*)
13. **Cheng, Zhi**, Greenwood Brad N, and Pavlou, Paul, A. *INFORMS Workshop on Data Science*, Phoenix, AZ. (November 2018) (*Scheduled*)
14. **Cheng, Zhi**, Greenwood Brad N, and Pavlou, Paul, A. *Statistical Challenge in E-commerce Research (SCECR)*, Rotterdam, Netherland. (June 2018)

Mobile Advertising and Customer Retention

15. **Cheng, Zhi** and Li, Ting. “*Conference on Digital Experimentation (CODE@MIT)*”, Cambridge, MA. (October 2018) (*Scheduled*)

Mobile Technology Policy in the Classroom

16. Deng, Zhe, **Cheng, Zhi**, Pedro, Ferreira, and Pavlou, Paul, A. *Workshop on Information Systems and Economics (WISE)*, San Francisco, CA. (December 2018) (*Scheduled*)
17. Deng, Zhe, **Cheng, Zhi**, Pedro, Ferreira, and Pavlou, Paul, A. *Conference on Information Technology and Systems (CIST)*, Phoenix, AZ. (November 2018) (*Scheduled*)
18. Deng, Zhe, **Cheng, Zhi**, Pedro, Ferreira, and Pavlou, Paul, A. *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, MA. (October 2018) (*Scheduled*)
19. Deng, Zhe, **Cheng, Zhi**, Pedro, Ferreira, and Pavlou, Paul, A. *Statistical Challenge in E-commerce Research (SCECR)*, Rotterdam, Netherland. (June 2018)
20. Deng, Zhe, **Cheng, Zhi**, Pedro, Ferreira, and Pavlou, Paul, A. *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, MA. (October 2017)

Free Shipping 3.0: Leveraging Scarcity and Popularity Information

21. Li, Ting, Dimitrios, Tsekouras, and **Cheng, Zhi**. *The 38th International Conference on Information Systems (ICIS)*, San Francisco, CA. (December 2018)(*Scheduled*)
22. Li, Ting, Dimitrios, Tsekouras, and **Cheng, Zhi**. *Conference on Digital Experimentation (CODE@MIT)*, Cambridge, MA. (October 2017)

INDUSTRY COLLABORATIONS

- 1. National Health Development Research Center** Beijing, China
External Scientists May 2018 – Present
Smart Healthcare Technology, and Public Health Policymaking

- 2. TalkingData** Beijing, China
Chinese Leading Data Intelligence Solution Provider December 2017 - Present
External Researcher
Smart City, Public Health, and Cross-App User Behavior

- 3. Vivat Insurance** Amsterdam, Netherland
External Researcher June 2017 - Present
Churn Prediction and Management, Multi-Channel Attribution

- 4. Hersha Hospitality Trust** Philadelphia, PA, USA
External Researcher March - May 2016
Revenue Management

- 5. IBM** Beijing, China
Data Management Intern May - July 2014
Human Capital Data Analytics

HONORS AND AWARDS

- 1. ICIS Best Track Paper/ Innovative Research-in-Progress Nominee**
Information Transparency and Customer Churn: Evidence from Insurance Industry
37th International Conference on Information Systems, Dublin, Ireland. December 2016
- 2. Presidential Fellowships (\$30,000 Per Year)**
University-wide most prestigious award for only a small cohort of competitive PhD students
Temple University, 2014-present.
- 3. PhD Student Annual Evaluation (Overall High Pass with \$1,000)**
Ph.D. Office, Fox School of Business, Temple University. October 2017
- 4. FOX PhD Research Competition (First Place for Third/Fourth Year Paper)**
Information Transparency and Customer Churn: Evidence from Insurance Industry
School-wide Research Forum, Fox School of Business, Temple University. October 2017
- 5. FOX PhD Research Competition (First Place for Second Year Paper)**
On Intelligent Transportation Systems and Road Congestion
School-wide Research Forum, Fox School of Business, Temple University. October 2016
- 6. Selected to Attend S.M.A.R.T. Workshop**
Structural Modeling & Machine Learning Applications for Research on Technology
Workshop University of Washington, Seattle, August 2017
- 7. National Fellowships for Graduate Students (¥20,000)**
The highest honor for Graduate Students in China
Bestowed directly by the Ministry of Education of China, 2013.
- 8. Scholarship for Excellent Academic Performance (¥10,000 per year)**
Renmin University of China, Beijing, China, 2012, 2013, 2014.
- 9. Excellent Graduate Award**
Renmin University of China, Beijing, China, 2013.
- 10. Recipient of Scientific and Research Foundation Fund Award (¥4,000)**
School of Business at Renmin University of China, Beijing, China, 2013.
- 11. Excellent Thesis Award**
University of International Relations, Beijing, China, 2012.
- 12. Best Student Leader Award**
University of International Relations, Beijing, China, 2011, 2012.

FUNDING AND GRANTS

1. Privacy in an Era of Big Data

Paul A. Pavlou (Principal Investigator), Sunil Wattal (Co-principal Investigator)
Zhi (Aaron) Cheng (Research Assistant), Ermira Zifla (Research Assistant)
Co-writing *White Paper of Privacy Ecosystem* (Summer 2015 & 2016)
2014-2016 National Science Foundation (NSF) funded project (Award number #1449619)

2. Mobile Gaming and Mental Health

Zhi (Aaron) Cheng and Paul A. Pavlou
2017 14th Young Scholars Interdisciplinary Funding. Temple University. \$2000

3. Mobile Technology Policy in the Classroom

Zhe Deng, Zhi (Aaron) Cheng, and Paul A. Pavlou
2016-2017 13th and 14th Young Scholars Interdisciplinary Funding. Temple University. \$3000

4. Matching Platforms and Labor Markets

Xue Guo, Zhi (Aaron) Cheng, and Paul A. Pavlou
2017 14th Young Scholars Interdisciplinary Funding. Temple University. \$2500

5. Information Transparency and Customer Churn

Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou
2016 13th Young Scholars Interdisciplinary Funding. Temple University. \$500

6. On Intelligent Transportation Systems and Road Congestion

Zhi (Aaron) Cheng, Min-Seok Pang, and Paul A. Pavlou
2016 12th Young Scholars Interdisciplinary Funding. Temple University. \$2000

7. “Sportification” of Technology

Zhi (Aaron) Cheng, James Du, Daniel Funk, and Paul A. Pavlou
2016 12th Young Scholars Interdisciplinary Funding. Temple University. \$600

8. Smartphone Indispensability

Zhi (Aaron) Cheng, and Paul A. Pavlou
2015 Department of Education CIBER Grant), \$1500
2015 10th Young Scholars Interdisciplinary Funding. Temple University. \$750

SOFTWARE / PROGRAMMING SKILLS

Statistics:	R, STATA, MATLAB, SPSS, LISREL, SmartPLS, Eviews
Programming:	C/C++, Python
Databases:	MySQL, SQL Server, MS Access

PROFESSIONAL ASSOCIATIONS

Association of Information Systems (AIS)
Institute for Operations Research and the Management Sciences (INFORMS)

TEACHING AND ADVISING EXPERIENCE

Undergraduate Program (Fox School of Business, Temple University)

Data Analytics

(Instructor) MIS-2502.003

Fall 2018

(Teaching Assistant) MIS-2502.002 & MIS-2502.004, by Jing Gong

Spring 2018

58 Students Enrolled (MIS-2502.002) (4.3/5.0)

35 Students Enrolled (MIS-2502.004) (4.5/5.0)

Data Science

(Teaching Assistant) MIS-0855, by Min-Seok Pang

Fall 2017

58 Students Enrolled

Master Program (Rotterdam School of Business, Erasmus University)

Supervising 5 Students on Graduate Theses

2016-2018

PhD Program (Fox School of Business, Temple University)

MIS Pro-Seminar

(Teaching Assistant) PhD Course: BA-9011, by Paul A. Pavlou

Fall 2015

3 Doctoral Students Enrolled

SERVICES

Ad Hoc Reviewer

Communications of the ACM

Reviewer 2017

Electronic Commerce Research and Applications

Reviewer 2018

Information & Management

Reviewer 2017

International Conference on Information Systems (ICIS)

Reviewer 2015-2018

Conference on Information Technology and Systems (CIST)

Reviewer 2017

Workshop on Information Technologies and Systems (WITS)

Reviewer 2017

Hawaii International Conference on System Sciences (HICSS)

Reviewer 2017-2018

Americas Conference on Information Systems (AMCIS)

Reviewer 2015-2016

European Conference on Information Systems (ECIS)

Reviewer 2018

Pacific Asia Conference on Information Systems (PACIS)

Reviewer 2017

Conference Coordination

NSF Workshop on "Privacy in an Era of Big Data"

2015

Americas Conference on Information Systems (AMCIS)

2015

Conference on Information Systems and Technology (CIST)

2016

Statistical Challenges in Electronic Commerce Research (SCECR)

2018

Internal Services

Doctoral Student Presentation Series @ Fox MIS

Coordinator 2016 – Present

Doctoral Student Association @ Fox School of Business

Vice President 2016 – Present

REFERENCES

Paul A. Pavlou (Chair)

pavlou@temple.edu

Senior Associate Dean
Milton F. Stauffer Professor
Co-Director, Data Science Institute
Fox School of Business
Temple University
www.fox.temple.edu/pavlou

Min-Seok Pang (Co-Chair)

minspang@temple.edu

Associate Professor
Department of Management Information Systems
Fox School of Business
Temple University
<http://sites.google.com/site/minspang>

Ting Li

tli@rsm.nl

Endowed Professor of Digital Business
Department of Technology and Operations Management
Rotterdam School of Management
Erasmus University Rotterdam
<https://www.rsm.nl/people/ting-li/>