

# ZUYIN (ALVIN) ZHENG

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

Phone: (001)+347-819-0936  
E-mail: [alvinzheng@temple.edu](mailto:alvinzheng@temple.edu)

## Education

---

- 2013.8-present **PhD Candidate, Temple University**  
Management Information System, Fox Business School
- 2011.9-2013.6 **M.A., RENMIN UNIVERSITY OF CHINA (RUC)**  
Management Science and Engineering, Business School
- 2007.9-2011.6 **B.A., WUHAN UNIVERSITY (WHU)**  
Management Science and Engineering, School of Economics and Management
- 2008.9-2009.6 **Minor Degree, CENTRAL CHINA NORMAL UNIVERSITY (CCNU)**  
English Language and Literature, School of Foreign Language

## Conference Publications

---

- 2016 **Zheng, Z.**, Niculescu, M., & Pavlou, P. (2016), “The Effect of “Freemium” On Customer Retention and Loyalty in The Software Industry”, 2016 Winter Conference on Business Intelligence, Utah, TX.  
**Zheng, Z.**, Niculescu, M., & Pavlou, P. (2016), “The Effect of “Freemium” On Customer Retention and Loyalty in The Software Industry”, Wharton Customer Analytics Initiative Symposium, San Francisco, CA.
- 2015 **Zheng, Z.**, Hong, Y. & Pavlou, P. (2015), “Value Uncertainty and Buyer Contracting: Evidence from Online Labor Markets”, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.  
**Zheng, Z.**, Hong, Y. & Pavlou, P. (2015), “Effect of Valuation Uncertainty on Buyer Indecision and Bidder Regret in Online Labor Markets”, *INFORMS Annual Meeting*, Philadelphia, PA.  
**Zheng, Z.**, Hong, Y. & Pavlou, P. (2015), “How do Price Dispersion and Quality Dispersion Affect Employer’s Hiring Decisions in Online Labor Markets”, *The 11th Symposium on Statistical Challenges in eCommerce Research*, Addis Ababa, Ethiopia.  
**Zheng, Z.**, Hong, Y. & Pavlou, P. (2015), “On Service Employers’ Hiring Decisions in Online Labor Markets: A Perspective of Price and Quality Discovery”, in *proceedings of the 21st Americas Conference on Information Systems*, Puerto Rico.

- 2014 **Zheng, Z.**, Hong, Y. & Pavlou, P. (2014), “Sequential or Simultaneous? Antecedents and Consequences of Search Strategies in Online Labor Markets”, in *The 10th Symposium on Statistical Challenges in eCommerce Research*, Tel Aviv, Israel.
- Zheng, Z.**, Zhang, C., Pavlou, P., & Luo, X. (2014). “The Bright Side of Failure in Online Gaming”. in *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.

## **Research Awards and Grants**

---

- 2015 CIBER International Business Research Award, **\$2500**
- 2015 10<sup>th</sup> Young Scholars Interdisciplinary Forum in Spring, **\$1895**
- 2014 9<sup>th</sup> Young Scholars Interdisciplinary Forum for the Spring, **\$1750**
- 2015 2<sup>nd</sup> Place Winner for 5th Annual PhD Program School-Wide Student Research Competition, Temple University
- 2014 1<sup>st</sup> Place Winner for 4th Annual PhD Program School-Wide Student Research Competition, Temple University

## **Reference**

---

- PhD-Advisor Paul A. Pavlou, PhD  
Milton F. Stauffer Professor of Information Technology and Strategy  
Associate Dean of Research, Doctoral Programs, and Strategic Initiatives & Chief Research Officer  
Fox School of Business, Temple University  
Email: pavlou@temple.edu
- M.A.-Advisor Kanliang Wang  
Head of the Department of Management Science and Engineering  
Business School, Renmin University of China  
Email: kanliang.wang@gmail.com