Xiang (Charlie) Cheng

chengxiang666@ruc.edu.cn · https://xcharliecheng.github.io · (86) 15666799197

Education

2020 – 2024	**Renmin University of China** – Beijing, China Bachelor of Business Management GPA: 3.95/4.0 (1/272). Relevant courses (all with a GPA of 4.0): Operations, Econometrics, Intermediate Microeconomics, Intermediate Macroeconomics, Game Theory, Financial Accounting
Sep – Dec 2023	**New York University** – New York, USA Visiting Student

Honors and Scholarships

2021 – 2023	First-Class Scholarship for Academic Study *Top 1% in academic study.*
2022	National Undergraduate Innovative Research Project (RMB 20,000)
2021	Scholarship for Outstanding Student Cadres

Publications

Working Papers

2023	**Threatened by AI: Analyzing User Demand on Community-based Question and Answer Platforms after the Launch of Generative AI** Jingmei Zhou, Xiang (Charlie) Cheng, Bingjie Qian, Yulin Fang. Talk: 2023 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (Temple University).
2023	**Unintended Impact of Initial Prescribing in Hypnotics Abuse** Xiang (Charlie) Cheng, Manqi (Maggie) Li, Yan Huang. Talk: 2023 INFORMS Annual Meeting.

Conference Proceedings

2023   **Threatened by AI: Analyzing Developers' Problem Formulation after the Launch of Generative AI**
Xiang (Charlie) Cheng, Jingmei Zhou.
2023 Workshop on Information Technologies and Systems (WITS).

Published Case Studies

2022   **Great Scourges or Reborn: Meituan Selection's Exploration in New Community E-commerce**
Qiang Wang, Xiaohan Wang, Xiang (Charlie) Cheng, Haolin Li, Xinran Hong, Yuqi Liu.
Included as a stored (Chinese) case in the Research Center for Management Cases of Renmin Business School, case link here.
Selected as 13th "National Hundred Excellent Management Cases" (General Project), by the (China) National MBA Education Steering Committee.

Research Experience

Aug 2023 – Present   **Impacts of Policy Shocks on App Market**
Mentors: Prof. Raveesh Mayya (NYU Stern).
Employed multiple methods (incld. synthetic DID, generalized synthetic control methods) to empirically examine the causal effect of policy shocks on app performance, app quality, and market concentration.

Oct 2022 – Present   **Predictive Models of Hypnotic Drug Abuse**
Mentors: Prof. Manqi (Maggie) Li (Renmin Business School).
Trained a drug abuse prediction model that predicts the likelihood of addiction in patients, utilizing various machine learning modeling methods including Transformer and LSTM.

Feb – May 2023   **Impact of Litigation on Corporate Collaboration**
Mentors: Prof. Mingtao Xu (Tsinghua SEM).
Utilized IP litigation, Compustat, and R&D collaboration data to build corporate collaboration and litigation networks to measure company centrality; conducted regression analysis.

| Apr 2021 — Nov 2022 | **Impact of Community E-commerce on Consumption**
Mentors: Prof. Qiang Wang (Renmin Business School).
Collaborated with Meituan (HKG: 3690) to study the impact of community e-commerce on consumer consumption patterns and the overall quality of products. Conducted surveys and authored the project report. |

Talks

| Dec 2023 | Threatened by AI: Analyzing User Demand on Community-Based Question Answering Platforms after the Launch of Generative AI
2023 Conference on Artificial Intelligence, Machine Learning, and Business Analytics.
Temple University, Philadelphia, PA. |

| Dec 2023 | Threatened by AI: Analyzing Developers' Problem Formulation after the Launch of Generative AI
2023 Workshop on Information Technologies and Systems (WITS).
Hyderabad, India. |

Technical Skills

Programming languages
Python, R, Stata, LaTeX

Languages
English (fluent; GRE:329+4.0; TOEFL:112), Chinese (native)