

# Xiang (Charlie) Cheng

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## EDUCATION

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**Renmin University of China**  
*Bachelor of Business Management*

*Sep 2020 – Jun 2024*  
*Beijing, China*

- GPA: 3.95/4.0 (1/272)
- Honors: first-class scholarship for academic study, scholarship for outstanding student cadres
- Courses (all with a GPA of 4.0): Operations, Strategic Management, Econometrics, Intermediate Microeconomics, Intermediate Macroeconomics, Business Intelligence and Data Mining, Financial Accounting

**New York University**  
*Visiting Student*

*Sep 2023 - Dec 2023*  
*New York, US*

- Courses selected: Analytical Statistics, Programming, Info Tech in Bus & Society

## PUBLICATIONS

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### Working in Progress

- Threatened by AI: Analyzing Developers' Problem Formation after the Use of AI
  - joint work with [Yulin Fang](#), [Jingmei Zhou](#)
- Tracing Accountability in Hypnotic Drug Abuse
  - joint work with [Manqi Li](#)

### Published

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

### Under Review

- Qiang Wang, **Xiang Cheng**, 2022, Has the New Business Mode Promoted the New Type of Consumption? Evidence from Community E-commerce Customers (Chinese)

## RESEARCH EXPERIENCE

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### Predictive Models of Hypnotic Drug Abuse

*Research Assistant, Advised by Asst. Prof. [Manqi Li](#), Renmin Business School*

*Oct 2022 – Present*  
*Beijing, China*

- Worked on the project to train a drug abuse prediction model that predicts the likelihood of addiction in patients and enhances the operational efficiency of hospitals
- Merged and cleaned patient information and prescription record for hypnotic drugs obtained from a hospital located in Suzhou
- Developed two types of drug abuse prediction models, including initial assessment and dynamic models, utilizing various machine learning modeling methods including Transformer and LSTM

## Impact of Litigation on Corporate Collaboration

Feb 2023 – May 2023

Research Assistant, Advised by Asst. Prof. [Mingtao Xu](#), Tsinghua SEM

Beijing, China

- Cleaned and integrated intellectual property litigation data, WRDS listed company data, and pharmaceutical company R&D collaboration data
- Built pharmaceutical company collaboration and litigation networks to measure company centrality in both collaboration and litigation
- Conducted regression analysis to examine the influence of litigation on corporate collaboration
- Conducted literature review to develop theoretical framework and hypotheses

## Impact of Community E-commerce on Consumption

Apr 2021 – Nov 2022

Research Assistant, Advised by Assoc. Prof. [Qiang Wang](#), Renmin Business School

Beijing, China

- Collaborated with Meituan (HKG: 3690) Research Institute to study the impact of community e-commerce, specifically focusing on Meituan Selection, and its influence on consumer consumption patterns and the overall quality of products
- Designed the questionnaires for consumers and partners of Meituan Selection, conduct surveys targeting executives, suppliers, and consumers, and authored the project report
- Co-authored the case study "Great Scourges or Reborn: Meituan Selection's Exploration in New Community E-commerce", and the empirical paper "Has the New Business Mode Promoted the New Type of Consumption?"

## Fairness Perception and Housing Demolition Satisfaction

Dec 2021 - Mar 2023

Team Leader (National-Sponsored Project with a Grant of 20,000 RMB)

Beijing, China

- Examined the impact of perceived fairness and real income on farmers' satisfaction with the demolition of their homesteads, based on the fairness theory
- Directed the entire project, including topic selection, questionnaire design, and report writing
- Led the team on a 7-day survey in Anhui Province, collecting 300 questionnaires from farmers by contacting nearly 30 villages/communities and visiting 200+ households. Conducted interviews with officials, farmers, and other stakeholders, collecting over 100,000 words of records

## INTERNSHIP EXPERIENCE

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### Haitong International Research

Jul 2022 – Nov 2022

Assistant Analyst

Beijing, China

- Authored a 25k-word coverage report on Haichang Ocean Park (2255.HK), which included a comprehensive analysis of the company's financial data, a financial forecasting model, and a systematic evaluation of the theme park industry
- Prepared meeting summaries on the Interim Performance Communication of several listed companies in the retail industry, including Nayuki, Helen, and Pop Mart

## TECHNICAL SKILLS

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Programming Languages/Tools

Python, R, Stata, ArcGIS, L<sup>A</sup>T<sub>E</sub>X, Office

## LANGUAGE PROFICIENCIES

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Chinese Native

English Fluent; GRE:329+4.0; TOEFL:105; CET-6:676/710