

Xiang (Charlie) Cheng

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EDUCATION

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: Strategic Management, Econometrics, Intermediate Microeconomics, Intermediate Macroeconomics, Business Intelligence and Data Mining, Financial Accounting, Operations

New York University
Visiting Student

Sep 2023 - Dec 2023
New York, US

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

PUBLICATIONS

Under Review

- Has the New Business Mode Promoted the New Type of Consumption? Evidence from Community E-commerce Customers (Chinese, with [Qiang Wang](#), 2022)

Working in Progress

- Tracing Accountability in Hypnotic Drug Abuse (with [Manqi Li](#))
- Can AI Innovate: the impact of ChatGPT on Knowledge Sharing Community (with [Jingmei Zhou](#))

RESEARCH EXPERIENCE

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

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

Feb 2023 – May 2023
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

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

Apr 2021 – Nov 2022

Beijing, China

- Co-authored the case study "Scourge or Reborn - Meituan's Exploration on New Type of Retailing", 2022, as the third author, which was selected as the 13th "National Hundred Excellent Management Cases" (General Project) by the National MBA Education Steering Committee
- Collaborated with Meituan Research Institute to design the questionnaires, conduct surveys, and authored the project report

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

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

Programming Languages/Tools

Python, R, Stata, ArcGIS, L^AT_EX, Office

LANGUAGE PROFICIENCIES

Chinese Native

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