Xiang (Charlie) Cheng

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EDUCATION

Renmin University of China *Sep 2020 – Jun 2024*
Bachelor of Business Management *Beijing, China*

- GPA: 3.95/4.0 (1/272)
- Honors: first-class scholarship for academic study, scholarship for outstanding student cadres
- Relevant courses (all with a GPA of 4.0): Operations, Econometrics, Intermediate Microeconomics, Intermediate Macroeconomics, Game Theory, Financial Accounting

New York University *Sep 2023 - Dec 2023*
Visiting Student *New York, US*

PUBLICATIONS

Working Paper

1. Jingmei Zhou, **Xiang (Charlie) Cheng**, Bingjie Qian, and Yulin Fang, 2023, Threatened by AI: Analyzing User Demand on Community-based Question and Answer Platforms after the Launch of Generative AI.

2. **Xiang (Charlie) Cheng**, Manqi (Maggie) Li, and Yan Huang, 2023, Unintended Impact of Initial Prescribing in Hypnotics Abuse
   - Presented at 2023 INFORMS Annual Meeting (Phoenix)

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

Published

1. Qiang Wang, Xiaohan Wang, **Xiang (Charlie) 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 (China) National MBA Education Steering Committee
   - Included as a stored case in the Research Center for Management Cases of Renmin Business School, case link here

RESEARCH EXPERIENCE

Empirical Examination of Policy Shock on App Market *Aug 2023 – Present*
RA, Advised by Asst. Prof. Raveesh Mayya, Stern School of Business, NYU *New York, US*

- Employed DID, Synthetic DID, Generalized synthetic control methods to empirically examine the causal effect of policy shocks on app performance, app quality, and market concentration
- Provided advice on endogeneity concerns (e.g., Heckman Selection Model) in response to reviewers' comments

Predictive Models of Hypnotic Drug Abuse *Oct 2022 – Present*
RA, Advised by Asst. Prof. Manqi Li, Renmin Business School *Beijing, China*

- Trained a drug abuse prediction model that predicts the likelihood of addiction in patients and enhances the operational efficiency of hospitals
- 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*
RA, 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

Impact of Community E-commerce on Consumption *Apr 2021 – Nov 2022*
RA, 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

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, LaTeX, Office

LANGUAGE PROFICIENCIES

Chinese Native
English Fluent; GRE:329+4.0; TOEFL:112; CET-6:676/710