

Xiang (Charlie) Cheng

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Research Interests

Topics	Artificial Intelligence, Digital Platform, Economics of IS
Methodologies	Causal Inference, Structural Modeling, Machine Learning

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): Econometrics, Intermediate Microeconomics, Operations Research, Game Theory, Data Mining
Sep – Dec 2023	New York University – New York, USA Visiting Student

Honors and Scholarships

2021 – 2023	First-Class Scholarship for Academic Study <i>Top 1% in academic study</i>
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
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
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**
Mentor: Prof. Raveesh Mayya (NYU Stern)
Employed econometrics methods (e.g., matching, synthetic DID, generalized synthetic control methods) and machine learning techniques (e.g., topic modeling) to empirically examine the impacts of an app ban policy and Apple's major policy shift on app performance. Designed prompts for multiple open-source Large Language Models, implemented them locally, and analyzed the results.

- Oct 2022 – Present **Predictive Models of Sedative Drug Abuse**
Mentor: Prof. Manqi (Maggie) Li (Renmin Business School)
Trained a drug abuse prediction model that predicts the likelihood of sedative drug addiction in patients, utilizing various machine learning modeling methods including Transformer and LSTM.
- Feb – May 2023 **Impact of Litigation on Corporate Collaboration**
Mentor: Prof. Mingtao Xu (Tsinghua School of Economics and Management)
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**
Mentor: 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.

Conference Presentations

- 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, SQL, \LaTeX

Languages

English: fluent; GRE 329; TOEFL 112

Chinese: native

Referees

Yan Huang

Associate Professor

Tepper School of Business, Carnegie Mellon University

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Raveesh Mayya

Assistant Professor

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Jingmei Zhou

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