

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

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)

Working in Progress

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

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

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

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