

# 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	<b>Renmin University of China</b> – 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	<b>New York University</b> – 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 causal effect of policy shocks on app download, app quality, and market concentration.

- 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,  $\text{\LaTeX}$

### Languages

English (fluent; GRE:329+4.0; TOEFL:112), Chinese (native)

## Referees

### **Yan Huang**

Associate Professor

Tepper School of Business, Carnegie Mellon University

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### **Raveesh Mayya**

Assistant Professor

Stern School of Business, New York University

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### **Jingmei Zhou**

Assistant Professor

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### **Manqi Li**

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