

Zuyin (Alvin) Zheng

Room 201F Speakman Hall
1810 North 13th Street
Philadelphia, PA 19122-6083

Phone: [+1 \(347\)-819-0936](tel:+13478190936)
E-mail: zheng@temple.edu

Education

- 2013.8-present **PhD Candidate, Temple University**
Management Information System, Fox School of Business
- 2011.9-2013.6 **M.A., Renmin University of China(RUC)**
Management Science and Engineering, Business School
- 2007.9-2011.6 **B.A., Wuhan University (WHU)**
Management Science and Engineering, School of Economics and Management

Working Papers

- 2nd Round at ISR **Zheng, Z.**, Gong, J. & Pavlou, P., “On Using the Lottery in Crowdfunding Platforms: ‘Crowding In’ the Masses or ‘Crowding Out’ Success?”.
- 1st Round at POM **Zheng, Z.**, Hong, Y. & Pavlou, P., “Matching in Online Labor Markets for IT Services: Bid Price Dispersion, Buyer Indecision, and Freelancer Regret”.
- Working Paper **Zheng, Z.**, Niculescu, M., & Pavlou, P., “The Filtering Effect of ‘Freemium’ on Customer Retention in the Software Industry”.
- Working Paper **Zheng, Z.**, Li, T. & Pavlou, P., “Does Position Matter More on Mobile? Ranking Effects across Devices”.
- Working Paper **Zheng, Z.**, Zhang, C., Pavlou, P., & Luo, X., “The Bright Side of Failure in Online Gaming”.
- Working Paper **Zheng, Z.**, Barzilay, O., & Pavlou, P., “Privacy Concerns and Social Recognition Trade Off: Two Natural Experiments on the Role of Online Identity in Crowdfunding”.
- Research in Progress **Zheng, Z.**, Peng J., & Li X., “Does Social Feature Make App Users More Engaging? A Natural Experiment”.
- Research in Progress **Zheng, Z.**, Gong, J. & Pavlou, P., “When Will App Users Be Bothered by Ads? A Randomized Field Experiment”.

Conference Presentations

- 2017 **Zheng, Z.**, Gong, J. & Pavlou, P. (2017), “Investing or Gambling? Empirical Evidence on the Role of the Lottery in Reward-based Crowdfunding Platforms”, in *Proceedings of the International Conference on Information Systems (ICIS)*, Seoul, South Korea.
- Zheng, Z.**, Gong, J. & Pavlou, P. (2017), “On Using the Lottery in Crowdfunding

- Platforms: ‘Crowding In’ the Masses or ‘Crowding Out’ Success?”, Conference on Information Systems and Technology (**CIST**), Houston, TX.
- 2016 **Zheng, Z.**, Niculescu, M., & Pavlou, P. (2016), “The Filtering Effect of ‘Freemium’ on Customer Retention in the Software Industry”, The 27th Annual Workshop on Information Systems and Economics (**WISE**), Dublin, Ireland.
- Zheng, Z.**, Hong, Y. & Pavlou, P. (2016), “Matching in Online Labor Markets for IT Services: Bid Price Dispersion, Buyer Indecision, and Freelancer Regret”, The 27th Annual Workshop on Information Systems and Economics (**WISE**), Dublin, Ireland.
- Zheng, Z.**, Li, T. & Pavlou, P. (2016), “Does Position Matter More on Mobile? Ranking Effects across Devices”, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dublin, Ireland.
- Zheng, Z.**, Niculescu, M., & Pavlou, P. (2016), “The Effect of ‘Freemium’ On Customer Retention and Loyalty in The Software Industry”, 2016 Winter Conference on Business Intelligence (**WCBI**), Utah, TX.
- Zheng, Z.**, Niculescu, M., & Pavlou, P. (2016), “The Effect of “Freemium” On Customer Retention and Loyalty in The Software Industry”, Wharton Customer Analytics Initiative Symposium, San Francisco, CA.
- 2015 **Zheng, Z.**, Hong, Y. & Pavlou, P. (2015), “Value Uncertainty and Buyer Contracting: Evidence from Online Labor Markets”, in *Proceedings of the International Conference on Information Systems (ICIS)*, Dallas, TX.
- Zheng, Z.**, Hong, Y. & Pavlou, P. (2015), “Effect of Valuation Uncertainty on Buyer Indecision and Bidder Regret in Online Labor Markets”, *INFORMS Annual Meeting*, Philadelphia, PA.
- Zheng, Z.**, Hong, Y. & Pavlou, P. (2015), “How do Price Dispersion and Quality Dispersion Affect Employer’s Hiring Decisions in Online Labor Markets”, *The 11th Symposium on Statistical Challenges in eCommerce Research*, Addis Ababa, Ethiopia.
- Zheng, Z.**, Hong, Y. & Pavlou, P. (2015), “On Service Employers’ Hiring Decisions in Online Labor Markets: A Perspective of Price and Quality Discovery”, in *proceedings of the 21st Americas Conference on Information Systems*, Puerto Rico.
- 2014 **Zheng, Z.**, Hong, Y. & Pavlou, P. (2014), “Sequential or Simultaneous? Antecedents and Consequences of Search Strategies in Online Labor Markets”, in *The 10th Symposium on Statistical Challenges in eCommerce Research*, Tel Aviv, Israel.
- Zheng, Z.**, Zhang, C., Pavlou, P., & Luo, X. (2014). “The Bright Side of Failure in Online Gaming”. in *Proceedings of the International Conference on Information Systems (ICIS)*, Auckland, New Zealand.

Instructor Data Analytics (Spring 2017): evaluation 4.4/5
Instructor Python and Web Data Extraction (Summer 2016): PhD level workshop
TA Special Topics in Business Research (Spring 2018): Executive DBA Seminar
TA Quantitative Research Methods (Spring 2014)

Industry Experience

2017 Research scientist in YeeCall, an app company in China with 40 million global users. Focusing on solving app uninstallation, user engagement and customer retention.
2015~2016 Team leader in Wharton Customer Analytics Initiative. Leading a research team working on customer retention for a Fortune 500 software company in Silicon Valley.

Research Awards and Grants

2015 CIBER International Business Research Award, **\$2500**
2015 10th Young Scholars Interdisciplinary Forum in Spring, **\$1895**
2014 9th Young Scholars Interdisciplinary Forum for the Spring, **\$1750**
2015 2nd Place Winner for 5th Annual PhD Program School-Wide Student Research Competition, Temple University
2014 1st Place Winner for 4th Annual PhD Program School-Wide Student Research Competition, Temple University

Reference

PhD Advisor Paul A. Pavlou, PhD
Milton F. Stauffer Professor of Information Technology and Strategy
Associate Dean of Research, Doctoral Programs, and Strategic Initiatives & Chief Research Officer
Fox School of Business, Temple University
Email: pavlou@temple.edu