

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
Web: www.alvinzheng.com

Education

- 2013-present **PhD Candidate, Temple University (Expected in May 2019)**
Management Information Systems, Fox School of Business
- 2011-2013 **M.A., Renmin University of China**
Management Science and Engineering, School of Business
- 2007-2011 **B.A., Wuhan University**
Management Science and Engineering, School of Economics and Management

Papers Under Review

- 2nd Round @ ISR **Zheng, Zuyin (Alvin), Jing Gong & Paul Pavlou**, “On Using the Lottery in Crowdfunding Platforms: Implications for Project Success and Backer Behavior”.
 - Under 2nd Round Review at *Information Systems Research*
- 1st Round @ POM **Zheng, Zuyin (Alvin), Yili Hong & Paul Pavlou**, “Matching in Online Labor Markets for IT Services: Bid Price Dispersion, Buyer Indecision, and Freelancer Regret”.
 - Under 1st Round Review at *Production and Operations Management*

Working Papers and Research in Progress

- Working Paper **Zheng, Zuyin (Alvin), Marius Florin Niculescu, & Paul Pavlou**, “The Filtering Effect of ‘Freemium’ on Customer Retention in the Software Industry”.
 - Final Preparation for Submission to *MIS Quarterly*
- Working Paper **Zheng, Zuyin (Alvin), Ting Li & Paul Pavlou**, “Does Position Matter More on Mobile? Ranking Effects across Devices”.
 - Preparation for Submission to *Information Systems Research*
- Working Paper **Zheng, Zuyin (Alvin), Ohad Barzilay & Paul Pavlou**, “Privacy Concerns and Social Recognition Trade Off: Two Natural Experiments on the Role of Contribution Records in Crowdfunding”.
 - Drafting, Target: *Management Science*
- Research in Progress **Zheng, Zuyin (Alvin), Jing Gong & Paul Pavlou**, “When Will App Users Be Bothered by Ads? A Randomized Field Experiment”.
 - Data Analyses, Target: *Management Science*
- Research in Progress **Zheng, Zuyin (Alvin), Jing Peng & Xinxin Li**, “Does Social Feature Make App Users More Engaging? A Natural 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 (SCECR)*, 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 (AMCIS)*, 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 (SCECR)*, 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.

Teaching

- Instructor MIS-2502 Data Analytics (Spring 2017)
- Undergraduate level
 - Teaching Evaluation: 4.4/5
- Instructor Python and Web Data Extraction (Summer 2016)
- PhD level workshop open to all faculty and doctoral students
- Teaching Assistant Special Topics in Business Research (Spring 2018)
- Executive DBA Seminar
- Teaching Assistant Quantitative Research Methods (Spring 2014)
- PhD level methodology course

Industry Experience

- 2017~Present Chief Data Scientist in YeeCall (Advisory Role)
- YeeCall is an app company in China with 50 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, **\$2,500**
- 2015 10th Young Scholars Interdisciplinary Forum in Spring, **\$1,895**
- 2014 9th Young Scholars Interdisciplinary Forum for the Spring, **\$1,750**
- 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

References

PhD Advisor ***Paul A. Pavlou***

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

Co-author ***Yili (Kevin) Hong***

Associate Professor of Information Systems
W. P. Carey School of Business, Arizona State University
Email: hong@asu.edu

Coordinator ***Sunil Wattal***

Associate Professor of Management Information Systems
Fox School of Business, Temple University
Email: swattal@temple.edu

Co-author ***Jing Gong***

Assistant Professor of Management Information Systems
Fox School of Business, Temple University
Email: gong@temple.edu