Ningning Cheng

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EDUCATION

Ph.D. Decision Sciences and Managerial Economics (July 2023, Expected)

Business School, The Chinese University of Hong Kong

➢ Track: Management Information Systems

➢ Dissertation: "Essays on Information Systems and Public Health"

B.B.A. Integrated BBA (Dec 2017)

Business School, The Chinese University of Hong Kong

➢ Concentration: Management Information Systems

➢ Minor: Computer Science

RESEARCH

Research Interests

Topics: Economics of Information Systems, Online Platform, Online Word of Mouth, Healthcare Information Technology

Methodologies: Econometrics, Field Experiment, Natural Experiment, Lab Experiment, Game Theory

Publications

Ningning Cheng and Youngsok Bang (2021). A Comment on the Practice of the Arellano-Bond/Blundell-Bond Generalized Method of Moments Estimator in IS Research. *Communications of the Association for Information Systems,* 48(1), 38.
Conference presentations: ICIS 2019

Ningning Cheng, Hongfei Li, Youngsok Bang (2023). Pay-for-Performance Schemes and Hospital HIT Adoption. *Decision Support Systems,* 164, 113868.
Conference presentations: SCECR 2021, ICSS 2021, INFORMS 2022

Work in Progress (Authors listed in alphabetical order)

1. Ningning Cheng, Yili (Kevin) Hong, Hongfei Li, Weiguang Wang. Just Like Us: Does Knowledge Fame Influencers. Status: preparing for submission.
2. Ningning Cheng, Ernest K. Lai, Yi-Shan Lee, Feng Qin. Acquisition and Utilization of Information in Social Networks. Status: preparing for submission.

3. Ningning Cheng, Hongfei Li, Weiguang Wang, Nila Zhang. The Power of a Professional Image: The Impact of Functional versus Social Content on the Sales of Services under Influencer-owned Brand. Status: data analysis.
4. Ningning Cheng, Jingyi Jiang, Hongfei Li, Weiguang Wang. Unpacking the Impact of Service Customization on Credence Services: An Uncertainty Perspective. Status: data analysis.
5. Ningning Cheng, Hongfei Li, Fanruo Wang, Weiguang Wang. AI Value Orientation of Social Influencers on Online Platform. Status: data collection.

Conference Presentations

1. Ningning Cheng, Hongfei Li, Youngsok Bang. P4P Programs and Hospital HIT Adoption in the U.S. *INFORMS 2022 Annual Meeting,* Indianapolis, Indiana, USA, October 16-19, 2022.
2. Ningning Cheng, Hongfei Li, Youngsok Bang. P4P Programs and Hospital HIT Adoption in the U.S. *INFORMS Conference on Service Science (ICSS) 2021*, Online, August 10-12, 2021.
3. Ningning Cheng, Hongfei Li, Youngsok Bang. P4P Programs and Hospital HIT Adoption in the U.S. *SCECR 2021*, Online, June 17-18, 2021.
4. Liyuan Zhu, Hanying Yang, Ningning Cheng. The Effects of Rating and Sentiment on Online Review Helpfulness: A Dynamic Perspective. *International Conference on Business Information Systems (ICBIS)*, Qingdao, China, September 18-20, 2020.
5. Ningning Cheng, Youngsok Bang. A Comment on GMM Estimation in IS Research. *International Conference on Information Systems (ICIS) 2019*, Munich, Germany, December 15-18, 2019.

TEACHING

Teaching Interests

Web Scraping, Business Database Systems, Programing for Business, Web/Business Analytics, Business Statistics, Econometrics and Causal Inference

Teaching Experience

- Teaching Assistant, Business Information Systems (DSME 2051)
    - Fall 2018, Spring 2019, Spring 2023
- Teaching Assistant, Statistical Analysis for Business Decisions (DSME 2011)
    - Fall 2020 (Gave a tutorial in place of the instructor who was absent due to conference), Fall 2022
- Teaching Assistant, Web Analytics and Intelligence (DSME 6653)
    - Spring 2023
- Instructor, Business Information Systems (DSME 2051)
    - Summer 2022 (Co-teaching with another instructor), Teaching Evaluation: 5.17/6, Class Size: 63

HONORS AND AWARDS

- 1st Runner-up, HK$50,000 (Inter-School Innovation Competition on Insurance Technology)   2018
- Student Champion (Big Data for Business Challenge)   2017
- Dean's List of the Faculty of Business Administration (Faculty of Business Administration)   2017
- Academic Excellence Scholarship, HK$10,000 (Wu Yee Sun College)   2017
- YASUMOTO International Exchange Scholarship, HK$2,500 (CUHK)   2015

PROFESSIONAL SERVICES

Ad-hoc Reviewer: International Conference on Information Systems (ICIS) 2020, Pacific Asia Conference on Information Systems (PACIS) 2020, Pacific Asia Conference on Information Systems (PACIS) 2021, Pacific Asia Conference on Information Systems (PACIS) 2023, International Conference on Information Systems (ICIS) 2023

TECHNICAL SKILLS

Computer Skills	Python, MATLAB, HTML, CSS, JavaScript, otree
Statistical Skills	R, Stata
Database Skills	SQL, MS Access, Navicat

LANGUAGES

Chinese, English, Cantonese

REFERENCES

Hongfei Li (hongfei.li@cuhk.edu.hk)

Assistant Professor, Department of Decision Sciences and Managerial Economics

Business School, The Chinese University of Hong Kong

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School of Business, Yonsei University

Website: https://ysb.yonsei.ac.kr/faculty.asp?mid=n02&sOpt=&uid=183

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Weiguang Wang (wwang90@simon.rochester.edu)

Assistant Professor, Computers and Information Systems

Simon Business School, University of Rochester

Website: https://simon.rochester.edu/faculty-and-research/faculty-directory/faculty-profile/index.aspx?Username=31938495