

## Ningning Cheng

Address: 12 Chak Cheung Street, Shatin, N.T., Hong Kong  
Email: [chengnn@link.cuhk.edu.hk](mailto:chengnn@link.cuhk.edu.hk)  
Phone: +852 6553 0806  
Website: <https://grad.bschool.cuhk.edu.hk/students/cheng-ningning/>

### EDUCATION

---

#### **Ph.D. Decision Sciences and Managerial Economics (Dec 2022, Expected)**

*Business School, The Chinese University of Hong Kong*

- Track: Management Information Systems
- Dissertation: “Three Essays on Economics of IS Research”

#### **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

#### **Papers Under Review**

Ningning Cheng, Hongfei Li, Youngsok Bang. Pay-for-Performance Schemes and Hospital HIT Adoption. Major Revision at *Decision Support Systems*.

Conference presentations: SCECR 2021, ICSS 2021

**Work in Progress (Authors listed in alphabetical order)**

1. Ningning Cheng, Yili (Kevin) Hong, Hongfei Li, Weiguang Wang. A Large-scale Field Experiment on Platform-endorsed Influencers. Status: data analysis.
2. Ningning Cheng, Ernest K. Lai, Yi-Shan Lee, Feng Qin. Effects of Conformity on Network Formation and Information Aggregation. Status: data analysis.
3. Ningning Cheng, Hongfei Li, Nila Zhang. Personal Branding and Paid Knowledge in Online Fitness Community. Status: data analysis.

**Conference Presentations**

1. 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.
2. Ningning Cheng, Hongfei Li, Youngsok Bang. P4P Programs and Hospital HIT Adoption in the U.S. *SCECR 2021*, Online, June 17-18, 2021.
3. 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.
4. 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**

Management Information Systems, Database Management, Business Statistics, Web Scraping, Data Visualization

**Teaching Experience**

- Teaching Assistant, Business Information Systems (DSME 2051)
  - Fall 2018, Spring 2019
- Teaching Assistant, Statistical Analysis for Business Decisions (DSME 2011)
  - Fall 2020 (Gave a lecture in place of the instructor who was absent due to conference)
- Guest Lecturer, Business Information Systems (DSME2051)
  - Summer 2021 (Gave one guest lecture and one review session)

**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

## 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

Website: <https://www.bschool.cuhk.edu.hk/staff/li-hongfei/>

**Youngsok Bang** (yb@yonsei.ac.kr)

Assistant Professor, Information Systems

School of Business, Yonsei University

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

**Yi-Shan Lee** (yishanlee@cuhk.edu.hk)

Assistant Professor, Department of Decision Sciences and Managerial Economics

Business School, The Chinese University of Hong Kong

Website: <https://www.bschool.cuhk.edu.hk/staff/lee-yi-shan/>

**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>