

# Sihan, Cheng

Applying for: MPhil or PhD

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Research interest: Digital Platform、Gamification、Digital innovation、Human-AI interaction、Sustainability

## Education

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|---|--|----------------------------|
| <b>2020.09 - now</b>  | <b>Zhejiang University of Technology</b> | <b>Business Management</b> |
| ➤ GPA: 87/100   | IELTS: 7                                 |                            |
| ➤ Course Score: Industry Analysis 99; Ecommerce 96 ; Data, Model and Decision 93; Information System 91 |  |                            |
| ➤ Honor: Received the School Scholarship for the 2021-2022 and 2022-2023 school year                    |  |                            |

## Academic Background

1. **Cheng, S. H.**, Cao, C. Can Gamification Incentive Systems Promote Users' Sustainable Behaviour? An Investigation Based on Ant Forests in China. *Industrial Management & Data Systems* (SSCI Q2, If=5.5, ABS2), Under final round review.
2. **Cheng, S. H.**, Zheng, M. M., Cao, C. Playing Games, Exploring the World: Integration of Immersive Technology and Gamification Affordance. *International journal of Contemporary Hospitality Management* (SSCI Q1, If=11.1, ABS3) Abstract accepted and under review.
3. Mei, J. Y., **Cheng, S. H.**, & Shi, J. C. Exploratory innovation and exploitative innovation implications of complementor firms in digital platform ecosystems: A configurational approach. *Technological Forecasting and Social Change* (SSCI Q1, If=12, Top, ABS3), Under review.
4. **Cheng, S. H.**, Cao, C. Will Competition in Online Games Foster Green Behaviour in Life? The Relationship Between Gamification Affordances and Engagement in Green Behaviours. *Technology in society* (SSCI Q1, If=9.2), With editor.
5. **Cheng, S.H.**, Cao, C., Shao, X.Y. Do You Like Talking to an Omnipotent Human-like Robot? The Effect of High Anthropomorphism in Intelligent Virtual Assistants on Consumer Confirmation. *EUROPEAN JOURNAL OF INFORMATION SYSTEMS* (SSCI Q1, If=9.5, ABS4) Ready to submit.
6. **Cheng, S.H.**, Zheng, M.M., Cao, C. Travel with Play for a Better World: How Gamification Fosters Pro-Environmental Behaviour among Tourists. *Tourism management* (SSCI Q1, If=12.779, FMS A, ABS4) Ready to submit.
7. **Cheng, S. H.**, Zhang, X.W., Cao, C. Turns Green Shopping into a Fun Game: A Study on Green Consumer Behavior on Taobao Platform with 88 Carbon Account. *Journal of Environmental management* (SSCI Q1, If=8.7, ABS3), Ready to submit.

## Conference Experience

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|-----------------------------|------------------|
| 2023 INFORMS Annual Meeting | Presentation     |
| 2023 PACIS                  | Invited Reviewer |
| 2023 CNAIS                  | Invited Reviewer |
| 2023 POMS (China)           | Acceptance       |

## Other Project Experience

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|---|--------------------|--------------------------|
| <b>National-level Student Innovation and Entrepreneurship Project</b>   | <b>Main Member</b> | <b>2022.04 - Present</b> |
| ➤ Responsible for the research direction of digital economy and sustainable development in the project.         |                    |                          |
| <b>Tuya Inc. Case study</b>   | <b>Main author</b> | <b>2022.03 - Present</b> |
| ➤ Analyzed the development history of Tuya Inc., Expected to submit 2024 Chinese national 100 best cases.       |                    |                          |
| <b>Hanzi Inc. Case study</b>  | <b>Main author</b> | <b>2022.11 - Present</b> |
| ➤ Analyzed the development history of Hanzi Inc., Expected to submit 2024 Chinese national 100 best cases.      |                    |                          |
| <b>Ruikun Inc. Case study</b>   | <b>Main member</b> | <b>2022.06 - 2022.08</b> |
| ➤ Participated in the whole process of case research.   |                    |                          |
| <b>Westernsouth Inc. investigation</b>  | <b>Main member</b> | <b>2021.09 - 2021.12</b> |
| ➤ Analyzed the market environment and i was responsible for most of the data collection phase and data analysis |                    |                          |
| <b>Digital Economy Sustainability Proposal</b>  | <b>Principal</b>   | <b>2023.03 - Present</b> |
| ➤ It is a study on how to promote "carbon inclusion" in the context of the digital economy.                     |                    |                          |

## Contest Experience

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|--|--------------|-------------|
| The Eighth Economic Management Case Competition in Zhejiang Province | Second Place | Main Member |
| ZJUT Thirty-fourth "Challenge Cup" Special Competition               | Grand Prize  | Principal   |

## Skills

- **Mastering** Data process softwares : SPSS, SmartPLS, fsQCA, Amos...
- **Mastering** Research paper writing tools : Grammarly, Microsoft 365, Endnote...