Sihan Cheng

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

Education

2020.09 - now	Zhejiang University of Technology	Business Management

- GPA: 87/100   IELTS: 7   GRE：311(3.5)
- 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．Chu, C. X., **Cheng, S. H.,** Cao, C. AI becomes your co-worker! Exploring related changes in corporate culture and innovation capability. *Cross Cultural & Strategic Management* **(ABS 2, If=2.5)** **Major Revision.**

3．**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.**

4．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.**

5．**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. *Sustainable Cities and Society* **(SCIE Q1, If=11.7)**, **With editor.**

6．**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.**

7．Zheng, M.M., **Cheng, S.H.,** Cao, C. Travel with Play for a Better World: How Gamification Fosters Pro-Environmental Behaviour among Tourists. *Tourism management* **(ABS4, If=12.779)** **Ready to submit.**

8．Zhang, X.W., **Cheng, S. H.,** Cao, C. Turns Green Shopping into a Fun Game: A Study on Green Consumer Behavior on 88 Carbon Account. *Journal of Environmental management* **(ABS 3, If=8.7)**, **Ready to submit.**

9．Zhou, Q., **Cheng, S. H.**, Cao, C. Cooperation or competition? Exploring how AI implement in tourism industries. *Journal of Hospitality Marketing & Management* **(SSCI Q1, If=12.5)**, **Working paper.**

Conference Experience

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

Other Project Experience

National-level Student Innovation and Entrepreneurship Project	**Main Member**	**2022.04 - Present**

- Responsible for the research direction of digital economy and sustainable development in the project.

Tuya Inc. Case study	**Main author**	**2022.03 - Present**

- Analyzed the development history of Tuya Inc., Expected to submit 2024 Chinese national 100 best cases.

Hanzi Inc. Case study	**Main author**	**2022.11 - Present**

- Analyzed the development history of Hanzi Inc., Expected to submit 2024 Chinese national 100 best cases.

Ruikun Inc. Case study	**Main member**	**2022.06 - 2022.08**

- Participated in the whole process of case research.

Westernsouth Inc. investigation	**Main member**	**2021.09 - 2021.12**

- Analyzed the market environment and i was responsible for most of the data collection phase and data analysis

Contest Experience

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

Skills

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