

Xiaoye Cheng

Contact	xc37@indiana.edu	(812)-327-9601
Education	Indiana University Bloomington. Bloomington, IN Ph.D. in Information System	2015 - Present Expected May.2020
	Auburn University. Auburn, AL Ph.D. in Information System Management, GPA 3.79/4	2013 - 2015
	Harbin Institute of Technology. Harbin, China M.M. in Management Science and Engineering, GPA: 86.22/100	2010 - 2012
	Northeastern University. Shenyang, China B.M. in Management Information System, GPA: 84.78/100	2006 - 2010
Honors Awards	Department fellowship in IUB	2015 - 2016
	Top-class scholarship in HIT	2011 - 2012
	First-class scholarship in HIT	2010 - 2011
	Recommended for admission to HIT for a master degree	2009
	First-class or second-class scholarship in NEU	2006 - 2010
	Entered the super class in NEU (the top class in School)	2006
Publications	An Examination of Big Data Capabilities in Creating Business Value S Sun, S Zhu, X Cheng , T Byrd Decision Sciences Institute (DSI), 2015	
	The Effect of Different Moral Perspectives on Moral Judgment J Song, BE Larson, X Cheng , JR Drake, DJ Hall Decision Sciences Institute (DSI), 2014	
	Use of Serious Games in a Data Communications and Networking Management Course X Cheng , Y Wang, C Sankar Submitted to the journal Computers and Education .	
Research Experience	Researching on Improving The Accuracy of Recommendation Systems Using Personality Traits and Rating Behavior	2015 - Present
	<ul style="list-style-type: none">Analyze personality traits and rating behavior based on online reviews.	
	Researching on Use of Serious Games in a Data Communications and Networking Management Course	2014 - Present
	<ul style="list-style-type: none">Use mix methods to examin the effects of several serious games on students learning experience, focusing particularly on concentration and enjoyment, as well as measuring the perceived improvement in their Higher-order Cognitive Skills (HOCS).Conclude features of serious games such as the challenge they present and their perceived ease of use and usefulness have positive effects on students concentration and enjoyment, and this learning experience did indeed significantly improve their perceived HOCS.	
	Researching on Factors that Affect Online Sales Promotion Recommendation Popularity	2014 - Present
	<ul style="list-style-type: none">Explore the successful factors of the current hot online shopping assistant sales promotion recommendation websites from the aspect of organization.Analyze factors of sales promotion strategy, product features and website recommendation intensity that may have effects on the popularity of sales promotion recommendation based on literatures.Writing codes with Java to collect online information on sales promotion recommendation	

websites.

**Researching on Factors that Influence Brand Post Popularity in Social Network:
An Experimental Research Based on Panel Data** 2014 - Present

- Build research model based on a dynamic and chronological effects of online word-of-mouth on the popularity of brand posts in Facebook. At the same time, take other factors related to brand posts into consideration of model building.
- Collected time sequential data from Facebook.com by using Facebook API and Java

Researched on The Impact of Automobiles Online Word-of-Mouth (WOM) on Consumer Purchasing Behavior 2012

- Wrote programming to download mass data of information of automobiles, sales and online customer reviews on the biggest automobile website in China (<https://www.auto.sina.com>).
- Established cross-sectional data and panel data model.
- Empirically analyzed the influence of the automobiles online WOM on consumer purchasing behavior using collected data.
- Published a paper titled “The Effect of Different Moral Perspectives on Moral Judgment” as the third author in 2014 DSI Annual Meeting.

Researched on The Evaluation of the Liquidity of Stock Index Futures Market in China 2010

- Collected materials about present study and methods used by foreign stock index futures markets.
- Designed indicates of liquidity according to stock index futures market in China.

Activities

- External reviewer for Americas Conference on Information Systems (AMCIS 2014)
- Participated in an English Book “Introduction to Information Systems”, 2010

Selected Projects

FaceCollect Project. Auburn, AL Aug.2014 - Oct.2014

A data fetching and collecting project.

- Designed a framework to collect the data for a customer behaviour research group.
- Used Facebook APIs to fetch the posts and reviews from the public homepage in Facebook.
- Implemented the program in Java and Python.

Mine Sweeping Game. Harbin, China Aug.2011 - Oct.2011

An android game project.

- Designed a mine sweeping game for the android phones and tablets.
- Published the game on a third-party Android Market (GFan Market), which has been downloaded 2000+ times.
- Implemented the program in Java with Eclipse.

Management Information System Website. Shenyang, China Aug.2009 - Dec.2009

A information system project.

- Designed and implemented a sales management information system on website independently.
- Implemented management functions applying ASP technology.
- Collected data of different products from the website of the company and stored the data in an Access database.

English Proficiency

- **GMAT**: Total 730, Quantitative 51, Verbal 37.
- **TOEFL (iBT)**: Total 100, Reading 26, Listening 27, Speaking 19, Writing 28.

Computer Skills

- Skilled in applying data analysis and statistical software such as Eviews, SPSS, R, and STATA.
- Skilled in using various types of program languages such as JAVA, Python, C, ASP.net and Delphi.
- Practiced well in UML, Dreamweaver and Database (Access & SQL Server).