

ZHI (AARON) CHENG

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EDUCATION

- 2014 – Doctoral Student in Business Administration (Management Information Systems)
Fox School of Business, Temple University, Philadelphia, PA, USA.
- 2012 – 2015 M.A. in Management Science and Engineering
School of Business, Renmin University of China, Beijing, China. (*Magna Cum Laude*)
- 2008 – 2012 B.A. in Management Information Systems
Department of Information Science and Technology,
University of International Relations, Beijing, China. (*Cum Laude*)

RESEARCH INTERESTS

Economics of Information Technology (IT), Societal Impact of IT, IT and Public Policy,
Quantitative Methods (Econometrics, Machine Learning and Field Experiment)

PUBLICATION

Cheng, Zhi (Aaron), Dimoka, Angelika, and Paul A. Pavlou (2015), “Context may be King, but Generalizability is the Emperor!”, *Journal of Information Technology* (forthcoming).
Available at <http://link.springer.com/article/10.1057/s41265-016-0005-7>

WORKING PAPERS

1. **Cheng, Zhi (Aaron)**, Pang, Min-Seok, and Paul A. Pavlou, “Intelligent Transportation Systems and Road Congestion: Evidence from US Cities”, working paper.
2. **Cheng, Zhi (Aaron)**, Li, Ting, and Paul A. Pavlou, “Information Transparency and Customer Churn: Evidence from Insurance Industry”, working paper.
3. **Cheng, Zhi (Aaron)**, “Research on Technology and Labor: A Nomological Network”, Working paper.
4. **Cheng, Zhi (Aaron)**, and Paul A. Pavlou, “Are Smartphone Indispensable? A Cross-Country Exploratory Study”, working paper.
5. Paul A. Pavlou, Sunil Wattal, Ermira Zifla, and **Cheng, Zhi (Aaron)**, “Privacy in a Digital Ecosystem: Conceptualization, Framework and Research Agenda”, working paper.

PRESENTATIONS AND TALKS

On Intelligent Transportation Systems and Road Congestion

Dec. 2016 International Conference of Information Systems (ICIS), Dublin, Ireland.

Information Transparency and Customer Churn: Evidence from the Insurance Industry

Dec. 2016 International Conference of Information Systems (ICIS), Dublin, Ireland.

Intelligent Transportation Systems and Traffic Congestion: Evidence from US Cities

Nov. 2016 INFORMS Conference on Information Systems and Technology (CIST) 2016, Nashville.

Does Information Transparency Help Retain Customers? Evidence from The Insurance Industry

Nov. 2016 INFORMS Annual Meeting, Nashville.

Acquisition Channels and Customer Churn: Evidence from Insurance Industry

Jun. 2016 Statistical Challenge in E-commerce Research (SCECR), Naxos, Greece.

On Smartphone Indispensability: A Country-level Exploratory Study

Aug. 2015 Americas Conference on Information Systems (AMCIS), Puerto Rico.

TEACHING AND RESEARCH ASSISTANT

MIS Seminar, Ph.D. Course (9011), Fall 2015

“Privacy in an Era of Big Data” (NSF funded project), White Paper, Summer 2015 & 2016

SELECTED HONORS AND AWARDS

Presidential Fellowships, the most prestigious university level award for only a small cohort of competitive PhD students at Temple University, 2014.

National Fellowships for Graduate Students (¥20,000), the highest honor for Chinese Graduate Students, bestowed directly by the Ministry of Education of China, 2013.

FUNDING AND GRANTS

2016 12th Young Scholar Forum. Temple Univ. Grant, \$2000

Intelligent Transportation System and Road Congestion (with Min-Seok Pang and Paul Pavlou),

2016 12th Young Scholar Forum. Temple Univ. Grant, \$600

“Sportification” of Technology (with James Du, Daniel Funk, and Paul Pavlou)

2015 10th Young Scholar Forum. Temple Univ. Grant, \$750

On Smartphone Indispensability: A Country-level Exploratory Study (with Paul A. Pavlou)

2015 Department of Education CIBER Grant), \$1500

On Smartphone Indispensability: A Country-level Exploratory Study (with Paul Pavlou)

SERVICES

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| International Conference on Information Systems | Reviewer | (May 2015 - Present) |
| Academy of International Business | Reviewer | (Aug 2016) |
| Brownbag Doctoral Student Presentation series | Coordinator | (Aug 2016 - Present) |
| Fox School of Business Doctoral Student Association | Vice President | (July 2016 - Present) |

SOFTWARE / PROGRAMMING SKILLS

Statistics Tool: R, STATA, SPSS, LISREL, SmartPLS, EViews
Programming Language: C/C++, Python
Databases: MySQL, SQL Server

SELECTED COURSEWORK

Micro-Economics; Game Theory; Information Economics (*Business Administration Core Courses*);
Econometrics I, II, III, and IV (*Dept. of Economics*);
Statistics I, II, High Dimensional Statistics, Data Mining and Statistical Learning (*Dept. of Statistics*);
Management of Technology and Innovation (*Dept. of Strategic Management*);
Machine Learning (*Dept. of Computer Science*);
MIS Seminars (pro-seminar, E-commerce, Digital Innovation, Economics of IT) (*Dept. of MIS*)

REFERENCES

- Dr. Paul A. Pavlou** pavlou@temple.edu (+1) 215.204.4252
Milton F. Stauffer Professor of Information Technology and Strategy
Associate Dean of Research, Doctoral Programs, and Strategic Initiatives & Chief Research Officer
Co-Director, Big Data Institute
Fox School of Business, Temple University
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- Dr. Ting Li** tli@rsm.nl (+31) 10.4081961
Associate Professor of Information Systems
Academic Director of MSc Business Information Management
Rotterdam School of Management, Erasmus University
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- Dr. Min-Seok Pang** minsang@temple.edu (+1) 215.204.3059
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