

ZHI (AARON) CHENG

Ph.D. Candidate of Management Information Systems
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EDUCATION

Fox School of Business, Temple University Philadelphia, PA, USA
Ph.D. Student in Management Information Systems 2014 – Present
*** *Presidential Fellowship Award*

Dissertation Proposal Title:
“Digital Citizenship: Decision Making in an Era of Information, Automation, and Transformation”

School of Business, Renmin University of China Beijing, China
Master in Management Science and Engineering 2012 – 2015
*** *Excellent Graduate Award*
*** *National Fellowship for Graduate Student* (awarded by the Ministry of Education)

Thesis Title: “Mobile Technology Dependency and National Happiness: A Large Global Survey”

School of Information, University of International Relations Beijing, China
Bachelor in Management Information Systems 2008 – 2012
*** *Best Student Leader Award*
*** *Excellent Thesis Award*

Thesis Title: “Group Structure and Collective Behavior: Evidence from Social Network Mining”

RESEARCH INTERESTS

TOPICS

Economics of Digitization
Urban Economics (Smart City)
Labor Economics (Skill-Biased Technical Change and Workforce Redistribution)
Information, Technology, and Public Policy (Transportation, Public Health, Education)
Digital Business Strategy (Retailing, Advertising, Insurance, Hospitality)
Big Data, Emerging Technology, and Privacy

METHODOLOGIES

Econometrics
Machine Learning
Lab and Field Experiment
Survey Design

PUBLICATION

Zhi (Aaron) Cheng, Angelika Dimoka, and Paul A. Pavlou (2016). “Context may be King, but generalizability is the Emperor!” *Journal of Information Technology*, 31(3), 257-264.

WORKING PAPERS

1. **Zhi (Aaron) Cheng**, Min-Seok Pang, and Paul A. Pavlou. “Mitigating Traffic Congestion: The Role of Intelligent Transportation Systems”
2. **Zhi (Aaron) Cheng**, Brad N. Greenwood, and Paul A. Pavlou. “Should We Play A Game? An Empirical Investigation on Location-Based Mobile Gaming on Mental Illness”
3. **Zhi (Aaron) Cheng**, Ting Li, and Paul A. Pavlou. “Information Transparency and Customer Churn: Evidence from Insurance Industry”
4. Ting Li, Dimitrios Tsekouras, **Zhi (Aaron) Cheng**. “Free Shipping 3.0 – Leveraging Scarcity and Popularity Information – A Field Experiment”
5. Paul A. Pavlou, Sunil Wattal, Ermira Zifla, **Zhi (Aaron) Cheng**. “Privacy Ecosystem: Conceptualization and Research Agenda”

WORK IN PROGRESS

6. **Zhi (Aaron) Cheng**, Zhanyu Dong, and Min-Seok Pang. “Automated Enforcement on the Road: Surveillance Technology and Traffic Safety”
7. Xue Guo, **Zhi (Aaron) Cheng**, and Paul A. Pavlou. “Skill-Biased Technical Change Again? Matching Platforms and Local Labor Markets”
8. Zhe Deng, **Zhi (Aaron) Cheng**, Pedro Ferreira, and Paul A. Pavlou. “Mobile Device Policy, Attention Allocation, and Student Performance: A Video-Tracking Randomized Field Experiment”

PRESENTATIONS AND TALKS

Information Transparency and Customer Churn

1. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. “Information Transparency and Customer Churn: Evidence from Insurance Industry,” *Workshop on Information Systems and Economics (WISE)*, Seoul, South Korean. (December 2017)
2. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. “Information Transparency and Customer Churn: Evidence from Insurance Industry,” *Conference on Information Systems and Technology (CIST)*, Houston, TX. (October 2017)
3. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. “Information Transparency and Customer Churn,” (*Invited*) Rotterdam School of Business, Erasmus University, Netherlands. (June 2017)
4. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. “Information Transparency and Customer Churn: Evidence from the Insurance Industry,” *Proceedings of the 37th International Conference on Information Systems (ICIS)*, Dublin, Ireland. (December 2016)
*** *Best Track Paper in Human-Computer Interaction (ICIS 2016)*
*** *Most Innovative Research-in-progress Nominee (ICIS 2016)*
5. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. “Does Information Transparency Help Retain Customers? Evidence from The Insurance Industry,” *INFORMS Annual Meeting*, Nashville, TN. (November 2016)
6. **Cheng, Zhi**, Li, Ting, and Pavlou, Paul, A. “Acquisition Channels and Customer Churn: Evidence from Insurance Industry,” *Statistical Challenge in E-commerce Research (SCECR)*, Naxos, Greece. (June 2016)

Intelligent Transportation Systems and Traffic Congestion

7. **Cheng, Zhi**, Pang, Min-Seok, and Pavlou, Paul, A. “Intelligent Transportation Systems, Traffic Congestion, and Environmental Sustainability,” *Erasmus Energy Forum (EEF)*, Rotterdam School of Business, Erasmus University, Netherlands. (June 2017)
8. **Cheng, Zhi**, Pang, Min-Seok, and Pavlou, Paul, A. “On Intelligent Transportation Systems and Road Congestion,” *Proceedings of the 37th International Conference on Information Systems (ICIS)*, Dublin, Ireland. (December 2016)
9. **Cheng, Zhi**, Pang, Min-Seok, and Pavlou, Paul, A. “Intelligent Transportation Systems and Traffic Congestion: Evidence from US Cities,” *Conference on Information Systems and Technology (CIST)*, Nashville, TN. (November 2016)

Mobile Gaming and Mental Health

10. **Cheng, Zhi**, Greenwood Brad N, and Pavlou, Paul, A. “Should We Play A Game? An Empirical Investigation of Location-based Mobile Gaming and Mental Health,” *Statistical Challenge in E-commerce Research (SCECR)*, Rotterdam, Netherland. (June 2018)

Technology Policy in the Classroom

11. Deng, Zhe, **Cheng, Zhi**, Pedro, Ferreira, and Pavlou, Paul, A. “Mobile Distraction in Class: An Empirical Investigation on Smartphone Use Policies,” *Statistical Challenge in E-commerce Research (SCECR)*, Rotterdam, Netherland. (June 2018)
12. Deng, Zhe, **Cheng, Zhi**, Pedro, Ferreira, and Pavlou, Paul, A. “Mobile Distraction in Class: An Empirical Investigation on Smartphone Use Policies,” *Conference on Digital Experimentation (CODE@MIT)*, Boston, MA. (October 2017)

Free Shipping 3.0: Leveraging Scarcity and Popularity Information

13. Li, Ting, Dimitrios, Tsekouras, and **Cheng, Zhi**. “Free Shipping 3.0: Leveraging Scarcity and Popularity Information,” The 38th International Conference on Information Systems (ICIS), San Francisco, CA. (December 2018)
14. Li, Ting, Dimitrios, Tsekouras, and **Cheng, Zhi**. “Free Shipping 3.0: Leveraging Scarcity and Popularity Information,” *Conference on Digital Experimentation (CODE@MIT)*, Boston, MA. (October 2017)

Matching Platforms and Local Labor Markets

15. Guo, Xue, **Cheng, Zhi**, and Pavlou, Paul, A. “Skill-Biased Technological Change Again? The Impacts of Matching Platforms on Local Labor Markets,” *INFORMS Annual Meeting (Invited)*, Phoenix, AZ. (November 2018) (*Scheduled*)

Privacy Ecosystem: Conceptualization and Research Agenda

16. Pavlou, Paul A., Wattal, Sunil, Zifla, Ermira, and **Cheng, Zhi**. “Enhancing Privacy in Cyberspace,” National Science Foundation (NSF) *Workshop on Data Science and Privacy-Aware (DSSP) Large Data Management and Mining (Invited Keynote)*, Snowbird, UT. (September 2016)
17. Pavlou, Paul A., Wattal, Sunil, Zifla, Ermira, and **Cheng, Zhi**. “Privacy in A Digital Ecosystem: Conceptualization, Framework and Research Agenda,” *Information Privacy Workshop @ iConference (Invited Talk)*, Philadelphia, PA. (March 2016)

Smartphone Indispensability

18. **Cheng, Zhi**. “On Smartphone Indispensability: A Country-level Exploratory Study,” *Americas Conference on Information Systems (AMCIS)*, Puerto Rico. (August 2015)

TEACHING

Data Analytics

(Instructor) Undergraduate Course: MIS-2502.002 (forthcoming) Fall 2018

(TA) Undergraduate Course: MIS-2502.002 & MIS-2502.004 Spring 2018
58 Students Enrolled (MIS-2502.002) (4.3/5.0)
35 Students Enrolled (MIS-2502.004) (4.5/5.0)

Data Science

(TA) Undergraduate Course: MIS-0855 Fall 2017
58 Students Enrolled

MIS Pro-Seminar

(TA) PhD Course: BA-9011 Fall 2015
3 PhD Students Enrolled

INDUSTRIAL COLLABORATIONS

National Health Development Research Center

External Scientists Beijing, China
Smart Healthcare Technology, and Public Health Policymaking May 2018 – Present

TalkingData

External Researcher Beijing, China
Smart City, Public Health, and Cross-App User Behavior December 2017 - Present

Vivat Insurance

External Researcher Amsterdam, Netherland
Churn Prediction, Retention Management, Multi-Channel Attribution June 2017 - Present

Hersha Hospitality Trust

External Researcher Philadelphia, PA, USA
Revenue Management March - May 2016

IBM

Data Management Intern Beijing, China
Human Capital Data Analytics May - July 2014

SELECTED HONORS AND AWARDS

2017 FOX PhD Research Competition (First Place for Third/Fourth Year Paper)

Information Transparency and Customer Churn: Evidence from Insurance Industry
School-wide Research Forum, Fox School of Business, Temple University. October 2017

2017 FOX PhD Research Competition (First Place for Second Year Paper)

Job Creating or Job Destruction: The Role of Gig Platforms in Local Labor Market
(Xue Guo leads the project)
School-wide Research Forum, Fox School of Business, Temple University. October 2017

2016-2017 PhD Student Annual Evaluation (Overall High Pass with \$1,000)

Ph.D. Office, Fox School of Business, Temple University. October 2017

2016 FOX PhD Research Competition (First Place for Second Year Paper)

On Intelligent Transportation Systems and Road Congestion

School-wide Research Forum, Fox School of Business, Temple University. October 2016

2016 ICIS Best Track Paper/ Innovative Research-in-progress Nominee

Information Transparency and Customer Churn: Evidence from Insurance Industry

37th International Conference on Information Systems, Dublin, Ireland. December 2016

Selected to Attend S.M.A.R.T. Workshop

The Structural Modeling and Machine Learning Applications for Research on Technology Workshop

University of Washington, Seattle, August 2017

Presidential Fellowships (\$30,000 Per Year)

University-wide most prestigious award for only a small cohort of competitive PhD students

Temple University, 2014-present.

National Fellowships for Graduate Students (¥20,000)

The highest honor for Graduate Students in China

Bestowed directly by the Ministry of Education of China, 2013.

Scholarship for Excellent Research and Academic Performance (¥10,000 each year)

Renmin University of China, Beijing, China, 2012, 2013, 2014.

Excellent Graduate Award

Renmin University of China, Beijing, China, 2013.

Recipient of Scientific and Research Foundation Fund Award (¥4,000)

School of Business at Renmin University of China, Beijing, China, 2013.

Excellent Thesis Award

University of International Relations, Beijing, China, 2012.

Best Student Leader Award

University of International Relations, Beijing, China, 2011, 2012.

Outstanding Volunteer for Beijing UCI Track Cycling World Cup

Beijing Sports Competitions Administration Center, Beijing, China, 2010.

FUNDING AND GRANTS

Mobile Gaming and Mental Health

Zhi (Aaron) Cheng and Paul A. Pavlou

2017 14th Young Scholars Interdisciplinary Funding. Temple University. \$2000

Gig Platforms and Labor Markets

Xue Guo, Zhi (Aaron) Cheng, and Paul A. Pavlou

2017 14th Young Scholars Interdisciplinary Funding. Temple University. \$2500

Mobile Devices Policy in the Classroom

Zhe Deng, Zhi (Aaron) Cheng, and Paul A. Pavlou

2017 14th Young Scholars Interdisciplinary Funding. Temple University. \$2500

2016 13th Young Scholars Interdisciplinary Funding. Temple University. \$500

Information Transparency and Customer Churn

Zhi (Aaron) Cheng, Ting Li, and Paul A. Pavlou
2016 13th Young Scholars Interdisciplinary Funding. Temple University. \$500

On Intelligent Transportation Systems and Road Congestion

Zhi (Aaron) Cheng, Min-Seok Pang, and Paul A. Pavlou
2016 12th Young Scholars Interdisciplinary Funding. Temple University. \$2000

“Sportification” of Technology

Zhi (Aaron) Cheng, James Du, Daniel Funk, and Paul A. Pavlou
2016 12th Young Scholars Interdisciplinary Funding. Temple University. \$600

Privacy in an Era of Big Data

Paul A. Pavlou (Principal Investigator), Sunil Wattal (Co-principal Investigator)
Zhi (Aaron) Cheng (Research Assistant), Ermira Zifla (Research Assistant)
Co-writing *White Paper of Privacy Ecosystem* (Summer 2015 & 2016)
2014-2016 National Science Foundation (NSF) funded project (Award number #1449619)

Smartphone Indispensability

Zhi (Aaron) Cheng, and Paul A. Pavlou
2015 Department of Education CIBER Grant), \$1500
2015 10th Young Scholars Interdisciplinary Funding. Temple University. \$750

SERVICES

Ad Hoc Reviewing

Communication of the ACM	Reviewer	2017
Electronic Commerce Research and Applications Information & Management	Reviewer	2018
	Reviewer	2017
International Conference on Information Systems (ICIS)	Reviewer	2015, 2016, 2017, 2018
Conference on Information Technology and Systems (CIST)	Reviewer	2017
Workshop on Information Technologies and Systems (WITS)	Reviewer	2017
Hawaii International Conference on System Sciences (HICSS)	Reviewer	2017, 2018
Americas Conference on Information Systems (AMCIS)	Reviewer	2015, 2016
European Conference on Information Systems (ECIS)	Reviewer	2018
Pacific Asia Conference on Information Systems (PACIS)	Reviewer	2017

Professional Associations

Association of Information Systems (AIS)
Institute for Operations Research and the Management Sciences (INFORMS)

Volunteering

NSF Workshop on “Privacy in an Era of Big Data”	2015
Americas Conference on Information Systems (AMCIS)	2015
Conference on Information Systems and Technology (CIST)	2016
Statistical Challenges in Electronic Commerce Research (SCECR)	2018

Internal Services

Doctoral Student Presentation Series @ Fox MIS	Coordinator	2016 – Present
Doctoral Student Association @ Fox School of Business	Vice President	2016 – Present

SOFTWARE / PROGRAMMING SKILLS

Statistics Tool: R, STATA, SPSS, LISREL, SmartPLS, Eviews

Programming Language: C/C++, Python

Databases: MySQL, SQL Server

SELECTED COURSEWORK

Economics

Microeconomics

Game Theory

Information Economics

Econometrics I, II, III, and IV

Statistics

Statistics I, II

High Dimensional Statistics

Data Mining and Statistical Learning

Computer Science

Machine Learning and Pattern Recognition

Strategic Management

Management of Technology and Innovation

Management Information Systems Seminars

MIS Pro-Seminar

Electronic Commerce

Digital Innovation

Economics of IT

Quantitative Methods in IS Research

by Paul A. Pavlou

by Sunil Wattal

by Youngjin Yoo

by Min-Seok Pang

by Brad N. Greenwood