

# XIAOYE CHENG

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## ACADEMIC APPOINTMENT

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<b>Alfred Lerner College of Business and Economics, University of Delaware</b>	Newark, DE
Assistant Professor of Management Information Systems	August 2020 – Present
Department of Accounting and MIS	

## EDUCATION

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<b>Kelley School of Business, Indiana University</b>	Bloomington, IN
<i>Ph.D. in Business Administration (MIS concentration)</i>	2020
<ul style="list-style-type: none"><li>• Minor in Business Economics and Public Policy</li><li>• Dissertation: “User Engagement on Social Media Platforms: Firm Response, Sponsored Posts, and Co-viewing Experience”</li></ul>	
<i>M.S. in Management Information Systems</i>	2018
<b>Harbin Institute of Technology</b>	Harbin, China
<i>M.S. in Management Science and Engineering</i>	2012
<b>Northeastern University</b>	Shenyang, China
<i>B.S. in Management Information Systems</i>	2010

## RESEARCH INTERESTS

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### Topics

- User engagement, social commerce, influencer marketing
- Recommender systems

### Methodologies

- Econometrics, structural equation modeling
- Machine learning, natural language processing

## PUBLICATIONS

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Cheng, X., Zhang, J., and Yan, L. 2020. Understanding the Impact of Individual Users’ Rating Characteristics on Predictive Accuracy of Recommender Systems. *INFORMS Journal on Computing*, 32(2): 303-320.

Cheng, X., Wang, Y., and Sankar, C.S. 2018. Using Serious Games in Data Communications and Networking Management Course. *Journal of Computer Information Systems*, 58(1): 39-48.

## WORKING PAPERS

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Cheng, X., Bala, H., and Yang, M. Engaging Users on Social Media Business Pages: Roles of User Comments and Firm Responses. Under review.

Cheng, X., Bala, H., and Tan, X. The Dilemma of Social Media Product Linking: Theory and Empirical Evidence. Under review.

Cheng, X., Bala, H., and Tan, X. Watch with Me: Danmaku and Viewer Participation on Video Sharing Platforms. Prepare to submit.

Cheng, X., Bala, H., and Massey, A. Impact of Employees' Social Media Competence on Enterprise Social Media Use. Prepare to submit.

## PRESENTATIONS

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### Invited Talks

University of Delaware, Newark, 2020.

Oregon State University, Corvallis, 2020.

University of Science and Technology of China, Hefei, China, 2019.

### Conference Presentations

*INFORMS Conference on Information Systems and Technology (CIST)*, Seattle, WA, 2019.

*MIS & Analytics Big 10 Research Conference*, West Lafayette, IN, 2019.

*Annual Conference - Decision Sciences Institute (DSI)*, Chicago, IL, 2018.

## HONORS AND AWARDS

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Doctoral Student Research Productivity Award, Indiana University	2019
Chair Fellowship, Indiana University	2019
Dean Fellowship, Indiana University	2015 - 2019

## PROFESSIONAL EXPERIENCE

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### Ad-hoc Reviewer

*INFORMS Information Systems Research (ISR)*

*Production and Operations Management (POM)*

*Journal of the Association for Information Systems (JAIS)*

*INFORMS Journal on Computing (JOC)*

*INFORMS Conference on Information Systems and Technology (CIST)*

*International Conference on Information Systems (ICIS)*

*Workshop on Information Technologies and Systems (WITS)*

*Americas Conference on Information Systems (AMCIS)*

*INFORMS Data Science Workshop*

### Volunteer

*Americas Conference on Information Systems (AMCIS)*, 2018

## TEACHING EXPERIENCE

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### Instructor

MISY261 Business Information Systems, University of Delaware	Fall 2020, Fall 2021
BUS-S400 Integration of Systems and the Business, Indiana University	Fall 2017, Spring 2018

### Teaching Assistant

BUS-S523 Enterprise Data Management, Indiana University	Spring 2020
BUS-S524 Big Data Technologies, Indiana University	Spring 2020
ISMN 3140 Introduction to Information Systems, Auburn University	Fall 2014

## SKILLS

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- Mac Analytics: R, Stata, PLS, AMOS, LISREL, Pajek, WEKA, Tableau
- Programming: Python, R, LaTeX, Java, C
- Database: MySQL, SQL Server, MS Access
- Machine Learning: Decision Tree, SVM, XGBoost, CNN, LSTM, LDA