

## **Cheng, Ming (Associate Professor)**

### **Refereed Journal Articles**

#### **Journal Article, Academic Journal**

- Cheng, M., Zhu, Z. J. (2024). Consumer Click Responses to Paid Ad Set Strategies of Search Platform. *Cornell Hospitality Quarterly*, 66(1), 95-109.  
<https://doi.org/10.1177/19389655241230504>
- Cheng, M., Liu, J., Qi, J., Wan, F. (2021). Differential Effects of FGC on Consumer Digital Engagement and Firm Performance: An Outside-In Perspective. *Industrial Marketing Management*, 98, 41-58.
- Cheng, M., Anderson, C. K. (2021). Search Engine Consumer Journeys: Exploring and Segmenting Click-Through Behaviors. *Cornell Hospitality Quarterly*, 62(2), 198-214.
- Cheng, M., Anderson, C. K., Zhu, Z. J., Choi, S.Chan (2018). Service Online Search Ads: From a Consumer Journey View. *Journal of Services Marketing*, 32(2), 126-141.
- Anderson, C. K., Cheng, M. (2017). Multi-Click Attribution in Sponsored Search Advertising: An Empirical Study in Hospitality Industry. *Cornell Hospitality Quarterly*, 58(3), 253-262.

### **Conference Proceedings**

#### **Conference Proceeding**

- Zhu, Z. J., Cheng, M., Jin, Q. (in press). *Beyond Influencers: Impacts of Viewer Herd Behaviors and Product Assortment on Performance of Livestream Sales Events*.
- Cheng, M., Choi, S. Chan (2016). In Allan Cheng Chieh Lu, Yong Rao & Dogan Gursoy (Ed.), *Analyzing Customer Online Search Queries: A Semantic Approach in Sponsored Search Advertising* (pp. 359-366). Proceedings of the 6th Advances in Hospitality and Tourism Marketing and Management. <http://www.ahtmm.com/wp-content/uploads/2016/08/2016.pdf>
- Cheng, M., Anderson, C. K. (2016). In Allan Cheng Chieh Lu, Yong Rao & Dogan Gursoy (Ed.), *Understanding and Improving Customer Online Experience: A Latent Class Modeling Approach* (pp. 45-50). Proceedings of the 6th Advances in Hospitality and Tourism Marketing and Management. <http://www.ahtmm.com/wp-content/uploads/2016/08/2016.pdf>
- Anderson, C. K., Cheng, M. (2014). *Paid Search: Modeling Rank Dependent Behavior* (pp. 3093-3099). Proceedings of the 47th Hawaii International Conference on System Sciences (HICSS), IEEE Computer Society. [ieeexplore.ieee.org/document/6758986/](http://ieeexplore.ieee.org/document/6758986/)

### **Presentations**

- Zhu, Zhen Jane (Presenter & Author), Cheng, Ming (Presenter & Author), Jin, Quan (Author Only), 2023 Academy of Marketing Science World Marketing Congress (AMSWMC) conference, "Beyond Influencers: Impacts of Viewer Herd Behaviors and Product Assortment on Performance of Livestream Sales Events," Kent Business School, Canterbury, United Kingdom. (July 2023).

- Zhu, Zhen Jane, Cheng, Ming, Jin, Quan, JPIM Editor Visit Event - Research Presentation & Workshop, "Beyond Influencers: Impact of Viewer Herd Behavior and Product Assortment on Performance of Livestream Sales Events," Sawyer Business School, Boston. (September 2022).
- Cheng, Ming, Zhu, Zhen Jane, Jin, Quan, Frontiers in Service, "Beyond Influencers: Impact of Viewer Herd Behavior and Product Assortment on Performance of Livestream Sales Events," Babson College. (June 2022).
- Cheng, Ming, Zhu, Zhen Jane, Jin, Quan, Marketing Science, "Beyond Influencers: Impacts Of Viewer Herd Behaviors And Sales Assortment On Performance Of Livestream Events," INFORMS, virtual. (June 2022).
- Cheng, Ming (Presenter & Author), Zhu, Zhen Jane (Author Only), Jin, Quan (Author Only), SBS Faculty Research Seminar, "Beyond Influencers: Impact of Viewer Herd Behavior and Product Assortment on Performance of Livestream Sales Events," Sawyer Business School. (November 18, 2021).
- Cheng, Ming (Presenter & Author), Zhu, Zhen Jane (Presenter & Author), Jin, Quan (Presenter & Author), 28th IPDMC: INNOVATION AND PRODUCT DEVELOPMENT MANAGEMENT CONFERENCE, "Beyond Influencers: Impacts of Viewer Herd Behaviors and Product Assortment on Performance of Livestream Sales Events," European Institute for Advanced Studies in Management, Milan or online. (June 2021).
- Cheng, Ming (Presenter & Author), Zhu, Zhen Jane (Presenter & Author), Anderson, Christopher K. (Author Only), Frontiers in Services, "Impacts of Ads Assortment Size and Attractiveness on Online Service Search," Florida State university, Florida. (June 2021).
- Cheng, Ming (Presenter & Author), Liu, Jiaqi (Author Only), Liu, Jiayin (Author Only), Wan, Fang (Author Only), INFORMS Marketing Science Conference, "Advertising Processing in Social Media: From FGC, Consumer Online Engagement to Offline Purchase," Rome, Italy. (June 2019).
- Cheng, Ming (Presenter & Author), Anderson, Chris (Author Only), Ph.D. Research Seminar and Workshop, "Search Engine Consumer Journeys: Exploring and Segmenting Click-Through Behaviors," Beijing University of Posts and Telecommunications, Beijing, China. (May 25, 2019).
- Cheng, Ming (Presenter & Author), Liu, Jiaqi (Author Only), Qi, Jiayin (Author Only), Wan, Fang (Author Only), SBS Research Seminar, "Advertising Processing in Social Media: From FGC, Consumer Online Engagement to Offline Purchase," Sawyer Business School, Boston, MA. (February 2019).
- Cheng, Ming, Liu, Jiaqi, Qi, Jiayin, Wan, Fang, Faculty Brown Bag Seminar, "Social Media Content and Its Impact on Consumer Online Engagement," Marketing Department, Sawyer Business School. (May 1, 2018).
- Cheng, Ming (Presenter & Author), Choi, S. Chan (Author Only), 6th Advances in Hospitality and Tourism Marketing and Management Conference, "Analyzing Customer Online Search Queries: A Semantic Approach in Sponsored Search Advertising," Guangzhou, China. (July 2016).
- Cheng, Ming (Presenter & Author), Anderson, Christopher K. (Author Only), 6th Advances in Hospitality and Tourism Marketing and Management Conference, "Understanding and Improving Customer Online Experience: A Latent Class Modeling Approach," Guangzhou, China. (July 2016).

Cheng, Ming (Presenter & Author), Anderson, Christopher K. (Author Only), INFORMS Marketing Science Conference, "Budget Allocation in Sponsored Search Advertising: An Attribution Modeling Approach," Shanghai, China. (June 2016).

Cheng, Ming (Presenter & Author), Anderson, Christopher K. (Author Only), 10th Service Management and Science Forum, "Improving Customer Search Experience: An Empirical Study in Sponsored Search Advertising," Waltham, Massachusetts. (July 2015).

Cheng, Ming (Presenter & Author), Anderson, Christopher K. (Author Only), Choi, S. Chan (Author Only), 12th Product and Service Innovation Conference, "Examining the Impact of Assortment Size and Paid Ads Composition on Consumer Click-Through Behavior in Sponsored Search Advertising," Park City, Utah. (February 2015).

Cheng, Ming (Presenter & Author), Anderson, Christopher K. (Author Only), Choi, S. Chan (Author Only), INFORMS Marketing Science Conference, "Following the Cyberspace 'Breadcrumbs': Modeling the Options and Interactions among Consumers, Advertisers and Search Engine Providers," Emory University, Atlanta, Georgia. (June 2014).

Cheng, Ming (Author Only), Anderson, Christopher K. (Presenter & Author), 47th Hawaii International Conference on System Sciences (HICSS), "Paid Search: Modeling Rank Dependent Behavior," Waikoloa, Hawaii. (January 2014).

Cheng, Ming (Presenter & Author), Wang, Lei K. (Author Only), Choi, S. Chan (Author Only), INFORMS Marketing Science Conference, "An Empirical Investigation of Sponsored Search Engine Advertising Pricing," Houston, Texas. (June 2011).