

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*.
<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 Gursay (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 Gursay (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/

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).