Cheng, Ming (Associate Professor)

**Refereed Journal Articles**

*Journal Article, Academic Journal*


**Conference Proceedings**

*Conference Proceeding*


**Presentations**


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), 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 (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).
