

Cheng, Ming (Assistant Professor)

Refereed Journal Articles

Journal Article, Academic Journal

Cheng, M., Anderson, C. K., Zhu, Z. J., Choi, S. Chan (2017). Service Online Search Ads: From a Consumer Journey View. *Journal of Services Marketing*.
www.emeraldinsight.com/doi/abs/10.1108/JSM-06-2016-0224

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

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/

Presentations

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).