

CHENG NIE

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EMPLOYMENT

Associate Professor of Management Information Systems	2024–Now
Assistant Professor of Management Information Systems <i>Ivy College of Business, Iowa State University, Ames, IA, USA</i>	2018–2024
Instructor, Research Assistant, and Teaching Assistant <i>Jindal School of Management, University of Texas at Dallas</i>	2012–2016
Research Assistant <i>Smeal College of Business, Pennsylvania State University</i>	2010–2012

EDUCATION

Ph.D. in Management Science <i>Jindal School of Management, University of Texas at Dallas, Richardson, TX, USA</i>	2012–2018
Master of Science in Supply Chain and Information Systems <i>Smeal College of Business, The Pennsylvania State University, State College, PA, USA</i>	2010–2012
Master of Engineering in Computer Science <i>Institute of Automation, Chinese Academy of Sciences, Beijing, China</i>	2007–2010
Bachelor of Engineering in Electronics and Information Engineering <i>Huazhong University of Science and Technology, Wuhan, China</i>	2003–2007

JOURNAL PUBLICATIONS

5. Tao Zhu, Cheng Nie, Zhengrui Jiang, Xiangpei Hu (2024) “When Do Consumers Buy during Online Promotions? A Theoretical and Empirical Investigation,” *Decision Support Systems*, (182).p. 114233
4. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2024) “Firm Competitive Structure and Consumer Reaction in Search Advertising,” *Journal of the Association for Information Systems*, (25:2), 442–462.
3. Zhengrui Jiang, Hua Sun, Arun Rai, Cheng Nie, Yuheng Hu (2024) “How Online Information Influences Offline Transactions: Insights from Digital Real Estate Platforms,” *Information Systems Research*, forthcoming.
2. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2022) “Manipulating Consumer Opinion: Incumbents Reaction to Competition from the Sharing Economy,” *MIS Quarterly*, (46:3), 1573–1602.
1. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2021) “A Strategic Group Analysis of Competitor Behavior in Search Advertising,” *Journal of the Association for Information Systems*, (22:6), 1659–1685.

PAPERS UNDER REVIEW

3. Wei Chen, Cheng Nie, Karen Xie, Xinxin Li (2024) “Dance with Algorithms: Impact of Algorithmic Buyers on Housing Affordability,” *Management Science*. Submitted for the 1st round review
2. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2024) “Reputation Management Strategies in the Hotel Industry Before and After the Growth of the Sharing Economy,” *MIS Quarterly*. Submitted for the 1st round review
1. Bin Fang, Cheng Nie, Zhiqiang Zheng (2024) “Does Blockchain Prevent Speculation? Evidence from an NFT Platform,” *Journal of Management Information Systems*. Submitted for the 1st round review

WORKING PAPERS

3. Jiana Meng, Chen Zhang, Cheng Nie, He Li (2024) “From Licensing Regulation to Impact: Home-Sharing Services, Crimes, and Long-Term Rental,” .
2. Wei Chen, Cheng Nie, Karen Xie, Xinxin Li (2024) “Impact of Algorithmic Buyers on Housing Affordability,” .
1. Mingwen yang, Cheng Nie, Yonghua Ji, Vijay Mookerjee (2024) “Stay in Your Comfort Zone: Evidence from Quality Competition,” .

CONFERENCE PAPERS

9. Wei Chen, Cheng Nie, Karen Xie, Xinxin Li (2023) “Impact of Algorithmic Buyers on Housing Affordability,” *Conference on Information Systems and Technology (CIST) 2023*, Phoenix, AZ, USA.
8. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2019) “Firm Competition and Consumer Reaction in Search Advertising: A Strategic Group Perspective,” *Symposium on Statistical Challenges in E-Commerce Research (SCECR) 2019*, Hong Kong, China.
7. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2018) “How Does Online Review Manipulation Influence Sales? Evidence from the Hotel Industry,” *Workshop on Information Technology and Systems (WITS)*, Santa Clara, CA, USA.
6. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2018) “Competing with the Sharing Economy: Strategies for Manipulating Consumer Opinions,” *Production and Operations Management Society Annual Conference (POMS)*, Houston, TX, USA.
5. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2017) “Hotel Strategies to Influence Sales: Incumbents Reaction to Competition from Airbnb,” *INFORMS Annual Meeting*, Houston, TX, USA.
4. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2017) “Competing with the Sharing Economy: Strategies for Manipulating Consumer Opinions,” *INFORMS Conference on Information Systems and Technology (CIST)*, Houston, TX, USA.
3. Cheng Nie, Zhiqiang Zheng, Sumit Sarkar (2016) “Manipulating Consumer Opinion: Incumbents Reaction to Competition from the Sharing Economy,” *Workshop on Information Technology and Systems (WITS)*, Dublin, Ireland.
[Nominated for the Best Paper Award](#)
2. Zhiqiang Zheng, Sumit Sarkar, Cheng Nie (2014) “How do Strategic Groups Impact Consumer Behavior in Sponsored Search Advertising?,” *Workshop on Information Technology and Systems (WITS)*, Auckland, New Zealand.

1. Cheng Nie, Daniel Zeng, Xiaolong Zheng, Fei-Yue Wang, Huimin Zhao (2010) “Modeling Open Source Software Bugs with Complex Networks,” *IEEE International Conference on Service Operations and Logistics (SOLI)*, Qingdao, Shandong, China.

TEACHING EVALUATIONS

Iowa State University

- 2024 Spring: MIS536-Section 1 Business Analytics Foundation. 4.4/5.0
- 2024 Spring: MIS301-Section C Introduction to Management Information Systems. 4.24/5.0
- 2023 Fall: MIS301-Section G Introduction to Management Information Systems. 4.27/5.0
- 2023 Spring: MIS301-Section C Introduction to Management Information Systems. 4.00/5.0
- 2022 Fall: MIS301-Section F Introduction to Management Information Systems. 3.91/5.0
- 2022 Fall: MIS301-Section G Introduction to Management Information Systems. 3.92/5.0
- 2022 Spring: MIS301-Section C Introduction to Management Information Systems. 4.57/5.0
- 2022 Spring: MIS301-Section G Introduction to Management Information Systems. 4.53/5.0
- 2021 Fall: MIS301-Section C Introduction to Management Information Systems. 4.32/5.0
- 2021 Fall: MIS301-Section G Introduction to Management Information Systems. 4.32/5.0
- 2021 Spring: MIS301-Section G Introduction to Management Information Systems. 4.00/5.0
- 2021 Spring: MIS301-Section L Introduction to Management Information Systems. 4.00/5.0
- 2020 Fall: MIS301-Section A Introduction to Management Information Systems. 3.68/5.0
- 2020 Fall: MIS301-Section B Introduction to Management Information Systems. 3.93/5.0
- 2020 Spring: MIS301-Section J Introduction to Management Information Systems. 4.20/5.0
- 2020 Spring: MIS301-Section M Introduction to Management Information Systems. 4.09/5.0
- 2019 Spring: MIS301-Section E Introduction to Management Information Systems. 4.43/5.0
- 2018 Fall: MIS301-Section M Introduction to Management Information Systems. 5.0/5.0
- 2018 Fall: MIS532-Section 1 Advanced Business Program Development. 4.02/5.0

University of Texas at Dallas

- 2017 Summer: ITSS3211 Introduction to Programming. 4.83/5.0
- 2017 Spring: ITSS3300 Introduction to Management Information Systems. 4.79/5.0
- 2016 Fall: ITSS3211 Introduction to Programming. 4.75/5.0
- 2015 Spring: MIS3300 Introduction to Management Information Systems. 4.79/5.0

📅 September 4, 2024