Dongcheng Zhang

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Academic Employment

- **CUHK Business School, The Chinese University of Hong Kong**
  Assistant Professor   2024 - Now
- **Goizueta Business School, Emory University**
  Post-Doctoral Fellow   2022 - 2024

Education

- Ph.D. in Management Science and Engineering   Tsinghua University   2022
  Visiting Student   Robert H. Smith School of Business, University of Maryland   2019 - 2020
  Certification of Big Data Analysis   Institute of Data Science, Tsinghua University   2017
- B.E. in Engineering   Tsinghua University   2016
- B.A. in Management   Tsinghua University   2016
- Summer Program in The University of Hong Kong   2014

Research Interests

Topics: Digital Marketing, Online Communities, Platform Strategy, Causal Inference
Methodologies: Machine Learning, Deep Learning, Econometrics, Text Mining, Game Theory

Publications

- Dongcheng Zhang, Kunpeng Zhang, Yi Yang and David Schweidel, "TM-OKC: An Unsupervised Topic Model for Text in Online Knowledge Communities." (**Accepted at *Management Information Systems Quarterly***)
- Dongcheng Zhang, Hanchen Jiang, Maoshan Qiang, Kunpeng Zhang and Liangfei Qiu, "Time to Stop? An Empirical Investigation on the Consequences of Canceling Monetary Incentives on a Digital Platform." (**Accepted at *Information Systems Research***)

Selected Working Papers and Work-in-Progress

- Dongcheng Zhang, Kunpeng Zhang and Yuan Liao, "Weighting-Based Treatment Effect Estimation via Distribution Learning."
- Dongcheng Zhang, Kunpeng Zhang and David Schweidel, "Customer Journey Analysis with Interpretable Deep Learning."
- Dongcheng Zhang, Bobby Zhou and Tianxin Zou, "Knowledge Monetization of Online Communities: A Blessing or a Curse?"
- Dongcheng Zhang and Kunpeng Zhang, "Estimating the Distribution of Heterogeneous Treatment Effects via Normalizing Flows."

Invited Talks and Conference Presentations

- "Interpretable and Theory-driven Machine Learning Algorithms for IS," *Mendoza College of Business, The University of Notre Dame*, 2023 (Cancelled)
- "Interpretable and Theory-driven Machine Learning Algorithms for IS," *School of Business and Management, The Hong Kong University of Science and Technology*, 2023 (Cancelled)
- "Interpretable and Theory-driven Machine Learning Algorithms for IS," *Antai College of Economics and Management, Shanghai Jiao Tong University*, 2023
- "Interpretable and Theory-driven Machine Learning Algorithms for Marketing," *CUHK Business School, The Chinese University of Hong Kong*, 2023
- "Interpretable and Theory-driven Machine Learning Algorithms for IS," *CUHK Business School, The Chinese University of Hong Kong*, 2023
- "Interpretable and Theory-driven Machine Learning Algorithms for IS," *Simon Business School, University of Rochester*, 2023
- "Interpretable and Theory-driven Machine Learning Algorithms for IS," *Warrington College of Business, University of Florida*, 2023
- "Interpretable and Theory-driven Machine Learning Algorithms for Marketing," *Darden School of Business, University of Virginia*, 2023
- "Interpretable and Theory-driven Machine Learning Algorithms for Marketing," *Fisher College of Business, The Ohio State University*, 2023
- "TM-OKC: An Unsupervised Topic Model for Text in Online Knowledge Communities," *Conference on Information Systems and Technology* (CIST), 2023
- "Customer Lifetime Value Prediction with Interpretable Deep Learning," *INFORMS Marketing Science Conference*, 2023
- "Commercialization of Online Communities: A Blessing or a Curse?" *INFORMS Marketing Science Conference*, 2021
- "Commercialization of Online Communities: A Blessing or a Curse?" *China Marketing International Conference*, 2021

Awards and Honors

- 2018 First-Class Scholarship of Tsinghua University
- 2016 Excellent Student Leader of Tsinghua University
- 2015 Community Service Excellence Award of Tsinghua University
- 2015 National Encouragement Scholarship
- 2014 Academic Excellence Award of Tsinghua University
- 2014 National Encouragement Scholarship
- 2013 Excellent Scholarship of Tsinghua University

Relevant Coursework

- "Machine Learning" by Kunpeng Zhang, University of Maryland
- "Data-driven Marketing Intelligence" by David Schweidel, Emory University
- "Management and Innovation in the Era of Big Data" by Yubo Chen, Tsinghua University
- "Probabilistic Graphical Models" by Zhijian Ou, Tsinghua University
- "Statistical Inference" by Eugene Huang, Emory University
- "Foundations of Big Data Systems" by Mingsheng Long, Tsinghua University
- "Advanced Econometrics" by Meixin Guo, Tsinghua University
- "Analytical Models in Marketing" by Bobby Zhou, University of Maryland
- "Behavioral Modeling in Business" by Haitao (Tony) Cui, Southwest University of Finance and Economics & University of Minnesota

Teaching and Professional Experience

- Instructor (The contemporary development of AI for business), CUHK, Fall 2024
- Co-Instructor (AI in marketing), Emory University, Fall 2023
- Co-Instructor (Generative AI for LLMs), University of Maryland, Fall 2023
- Project Data Scientist (Customer lifetime value modeling), Macy's, Oct. 2022 - Apr. 2023
- Teaching Assistant (Project management), Tsinghua University, 2021 - 2022

Technical Skills

- Proficient in Python, R, STATA, Mathematica
- Advanced skills in data analysis and statistical modeling, especially in machine learning, deep learning, econometrics, text mining and probabilistic graphical models