

XIANG (CHARLIE) CHENG

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Research Interests

Topics Applications and Economics of Generative Artificial Intelligence
Methods Analytical Modeling, Causal Inference, Deep Reinforcement Learning, Experiment

Education

2024– University of Maryland – College Park, MD
Ph.D. in Information Systems
2020–2024 Renmin University of China – Beijing, China
Bachelor of Business Administration, Financial Management
Fall 2023 New York University – New York, NY
Visiting Student

Research and Publications

Papers under Review

- W1. Xiang Cheng and Manmohan Aseri. **Incentive Issues in Developing Factual LLMs.** [\[Paper Link\]](#)
 - Under 3rd Round Review at *Information Systems Research*
 - UMD Faculty-Student Research Award
- W2. Xiang Cheng, Raveesh Mayya, and João Sedoc. **To Err Is Human; To Annotate, SILICON? Toward Robust Reproducibility in LLM Annotation.** [\[Paper Link\]](#)
 - Major Revision at *Management Science*
- W3. Xiang Cheng and Manmohan Aseri. **Breaking AI Collusion with Consumer AI.** [\[Paper Link\]](#)
 - Under review at *Management Science*
- W4. Xiang Cheng, Wen Wang, and Anindya Ghose. **LLMs for Explainable Business Decision-Making: A Reinforcement Learning Fine-Tuning Approach.** [\[Paper Link\]](#)
 - Under review at *Information Systems Research*
- W5. Xiang Cheng and Wen Wang. **(How) Can LLMs Enhance Privacy Research?** [\[Paper Link\]](#)
 - Under Review

Work-in-progress

- W6. Xiang Cheng, Manmohan Aseri, Siva Viswanathan, and Esther Gal-Or. **The Economics of LLM-Publisher Partnerships.**
 - Drafting in progress

W7. Xiang Cheng, Eaman Jahani, and Siva Viswanathan. **Metacognitive AI and Peer Information in Collective Decisions.**

- Large-scale experiment in progress
- Smith Internal Research Grant (2025, 2026)

Conference Proceedings

- P1. Xiang Cheng and Wen Wang, (How) Can LLMs Enhance Privacy Research? (2025). ICIS 2025 Proceedings. 33. [\[Link\]](#)

Honors and Scholarships

- 2026 Smith Internal Research Grant, UMD, \$17,000
- 2025 Faculty-Student Research Award, UMD, \$15,000
- 2025 Smith Internal Research Grant, UMD, \$10,000
- 2024 International Conference Student Support Award, UMD, \$400
- 2024–2029 Graduate Assistantship and Summer Fellowship, UMD
- 2022 Undergraduate Student Innovative Research Project, RUC, CNY 20,000
- 2021–2023 Jingdong Scholarship/First Class for Academic Excellence (Top 1%), RUC, CNY 5,000 – 8,000

Teaching experience

- Fall 2026 BMGT 302: Essential Programming and AI Skills for Business Analytics
 - Instructor of Fall 2026 (22 students)
- Sep 2026 AI Bootcamp for MBAs
 - Lecturer, providing incoming UMD Smith MBA students with a introduction of agentic AI

Presentations and Talks

[†] denotes presented by coauthor; [‡] denotes an invited talk.

Xiang Cheng, Eaman Jahani, and Siva Viswanathan. **Metacognitive AI and Peer Information in Collective Decisions**

- Workshop on AI and the Future of Collaborative Innovation (WAICI), New York, NY (Oct 2026)
- The 14th ACM Collective Intelligence Conference (CI 2026), Alexandria, VA (Sep 2026)
- UMD Smith IS PhD Research Presentation, College Park, MD (Feb 2026)

Xiang Cheng and Manmohan Aseri. **Breaking AI Collusion with Consumer AI**

- Fisher AI in Business Conference, Columbus, OH (Oct 2026)
- Workshop on AI and the Future of Collaborative Innovation (WAICI), New York, NY (Oct 2026)
- POMS Annual Conference, Reno, NV (May 2026)^{† ‡}
- Biz AI Conference at The University of Texas at Dallas (BizAI), Dallas, TX (Mar 2026)[†]
- Conference on AI, ML, and Business Analytics (AI/ML), New York, NY (Dec 2025)[†]

Xiang Cheng, Wen Wang, and Anindya Ghose. **LLMs for Explainable Business Decision-Making: A Reinforcement Learning Fine-Tuning Approach**

- Conference on Information Systems and Technology (CIST), Atlanta, GA (Oct 2025)

- INFORMS Workshop on Data Science 2025, Atlanta, GA (Oct 2025)

Xiang Cheng and Wen Wang. **(How) Can LLMs Enhance Privacy Research?**

- International Conference on Information Systems (ICIS), Nashville, TN (Dec 2025)
- INFORMS Workshop on Data Science 2025, Atlanta, GA (Oct 2025)
- INFORMS Annual Meeting, Atlanta, GA (Oct 2025)[‡]
- AI Lightning Talks at UMD Smith School (Oct 2025)[‡]

Xiang Cheng and Manmohan Aseri. **Incentive Issues in Developing Factual LLMs**

- Workshop on Information Technologies and Systems (WITS), Nashville, TN (Dec 2025)
- AI and the Future of Work Conference at Wharton, Philadelphia, PA (May 2025)[†]
- Biz AI Conference at The University of Texas at Dallas (BizAI), Dallas, TX (Mar 2025)[†]

Xiang Cheng, Raveesh Mayya, and João Sedoc. **To Err Is Human; To Annotate, SILICON? Toward Robust Reproducibility in LLM Annotation**

- Biz AI Conference at The University of Texas at Dallas (BizAI), Dallas, TX (Mar 2026)[†]
- Workshop on Information Systems and Economics (WISE), Nashville, TN (Dec 2025)[†]
- Conference on AI, ML, and Business Analytics (AI/ML), New York, NY (Dec 2025)
- Conference on Information Systems and Technology (CIST), Atlanta, GA (Oct 2025)
- Business & Generative AI Conference at Wharton, San Francisco, CA (Sep 2025)[†]
- Workshop on AI and the Future of Collaborative Innovation (WAICI), New York, NY (Sep 2025)
- Symposium on Statistical Challenges in eCommerce Research (SCECR), Paphos, Cyprus (Jun 2025)[†]
- Biz AI Conference at The University of Texas at Dallas (BizAI), Dallas, TX (Mar 2025)
- Workshop on Information Technologies and Systems (WITS), Bangkok, Thailand (Dec 2024)

Xiang Cheng, Raveesh Mayya, Lanfei Shi, and Shun Ye. **Support or Setback? Unpacking the Impact of the Small Business Badge**

- Workshop on Information Systems and Economics (WISE), Bangkok, Thailand (Dec 2024)

Academic Service

Journal Reviewer

2025– Information Systems Research

Conference Reviewer

2025 Workshop on Information Technologies and Systems (WITS)

2025–2026 International Conference on Information Systems (ICIS)

2024 Hawaii International Conference on System Sciences (HICSS)