

Cheng He

ACADEMIC POSITION

Wisconsin School of Business, University of Wisconsin-Madison
Assistant Professor of Marketing, 2020~present

EDUCATION

PhD in Marketing, 2015-2020	Georgia Institute of Technology
Master in Economics, 2012-2013	Georgetown University
Master in Statistics, 2010-2012	University of Chicago
Bachelor in Mathematics, 2006-2010	Nankai University

RESEARCH INTEREST

Substantive topics:

- Society and Marketing; AI for Retailing; Fintech; Digital Marketing

Methodologies:

- Causal Inference; Interpretable Machine Learning, Graph Neural Network

PUBLICATIONS

Cheng He, Zhuoxin Li (2025), **"From Food Desert to Fresh Food: The Role of Digital Accessibility in Nutrition Assistance Programs"** *Accepted at Management Science*

Cheng He, O. Cem Ozturk, Pradeep Chintagunta (2025), **"Fair Lending in Car Financing: Unintended Racial Consequences of CFPB Supervision of Dealer Markups"** *Forthcoming at Journal of Marketing Research*

Xiaopeng Luo, Cheng He, Xitong Li, Yu Hu, Yuan Cheng (2024) **"The Impact of Mobile Data Cost on Consumer Price Sensitivity: A Study of a Hotel Booking App"** *Information Systems Research*

O. Cem Ozturk*, Cheng He*, Pradeep Chintagunta (2024), **"Frontier: Inequalities in Dealers' Interest Rate Markups? A Gender and Race-based Analysis"** *Marketing Science* (* Equal contribution) Featured in [Research at UW newsletter](#)

Cheng He, O. Cem Ozturk, Chris Gu, Pradeep Chintagunta (2023), **"Consumer Tax Credits for EVs: Some Quasi-Experimental Evidence on Consumer Demand, Product Substitution, and Carbon Emissions"** *Management Science*
Featured in [Wired](#), [Chicago Booth Review](#) and [Research at UW newsletter](#)

Tong Wang, Cheng He, Fujie Jin, Yu Hu (2022), **"Machine Learning Driven Campaign Budget Allocation: A Large-Scale Empirical Study of Malls"** *Information Systems Research*

Cheng He, O. Cem Ozturk, Chris Gu, Jorge Silva-Risso (2021), **"The End of the Express Road for Hybrid Vehicles: Can Governments' Green Product Incentives Backfire?"** *Marketing Science*

WORKING PAPERS

Carol Liu, Cheng He, Qing Liu, **"From Threat to Opportunity: The Impacts of Pop-up Shops in Shopping Malls"** *Major Revision at Management Science*

Cheng He, Ivy Feng, Qinglai He, **"When Saving Means Sacrificing: How State Mandated IRAs Affect Household Consumption Choices?"** *Reject and Resubmit at Marketing Science*

Cheng He, Ruiqi Zhu, Yu Hu, **"The Effect of Product Recommendation on Online Investor Behaviors"** *Under Review*

Cheng He, Zhuoxin Li, **"Connected but Displaced: Broadband Expansion and Local Business Activity in Rural Areas"** *Working Paper*

Cheng He, “**Beyond Proximity: Network Location Features and Store Performance in Retail Agglomeration**” *Working Paper*

Qianyin Xia, Yi Zhao, Cheng He, “**Turning Foot Traffic into Insights: Using Graph Neural Networks for Shopping Mall Layout Design**” *Working Paper*

Shenghao Wang, Tong Wang, Cheng He, Yu Hu, “**Can Your Toothpaste Shopping Predict Mutual Fund Purchasing? — Transferring Knowledge from Consumer Goods to Financial Products via Machine Learning**” *Working Paper*

Cheng He, Fujie Jin, Yu Hu, “**Risk Perception, Exploratory Shopping, and Value of Retail Agglomeration**” *Working Paper*

WORK IN PROGRESS

Cheng He, “**Is Enhanced Transportation Mobility Always Good to Local Business? Evidence from China and US**”

Cheng He, Kevin Chung “**Police Defund and Fresh Food Consumption in Food Deserts**”

TEACHING EXPERIENCE

Digital Marketing Analytics (Undergraduate) Spring 2021-2025 (average: 4.7/5)

Digital Marketing Analytics (MSBA/MBA) Spring 2021-2025 (average: 4.9/5)

Marketing Analytics (MSBA) Spring 2025 (4.9/5)

GRANTS, HONORS AND AWARDS

Mabel W. Chipman Outstanding Teaching Award, 2024

Gaumnitz Junior Faculty Research Award, 2023

UW Fall Research Competition Grant, 2022

Sheth Doctoral Consortium Fellow, 2019

ISMS Doctoral Consortium Fellow, 2018

CONFERENCE/SEMINAR/INVITED TALK

George Mason University, Fairfax, VA 2025

Presentation: “From Food Desert to Fresh Food: The Role of Digital Accessibility in Nutrition Assistance Programs”

Peking University, Tsinghua University, Xiamen University, China 2024

Presentation: “Beyond Proximity: Network Location Features and Store Performance in Retail Agglomeration”

Theory + Practice in Marketing, Austin, 2024

Presentation: “Beyond Proximity: Network Location Features and Store Performance in Retail Agglomeration”

INFORMS Marketing Science Conference, Miami, 2023

Presentation: “The Dark Side of Algorithms? The Effect of Recommendation on Online Investor Behaviors”

Summer Conference on Consumer Financial Decision Making (CFDM), Boulder, 2023

Presentation: “The Dark Side of Algorithms? The Effect of Recommendation on Online Investor Behaviors”

Marketing Science: Diversity, Equity, And Inclusion Conference, Dallas, 2023

Presentation: “Fair Lending in Vehicle Financing”

Marketing Dynamic Conference, Atlanta, GA, 2022

Presentation: “Location, location, location: An Empirical Study of Location Importance in Brick-and-Mortar Retailing”

China Marketing International Conference, Virtual, 2022

Presentation: “Fair Lending in Vehicle Financing”

INFORMS Marketing Science Conference, Virtual, 2022

Presentation: “Fair Lending in Vehicle Financing”

INFORMS Marketing Science Conference, Virtual, 2021

Presentation: “Consumer Tax Credits for EVs: Some Quasi-Experimental Evidence on Consumer Demand, Product Substitution, and Carbon Emissions”

INFORMS Marketing Science Conference, Rome, Italy, 2019

Presentation: "Do Local Offline Channel Exits Affect Consumers' Online Search? "

"Effects of Search Cost on Consumer Decision Making in Mobile Shopping"

INFORMS Marketing Science Conference, Philadelphia, PA, 2018

Presentation: "Give green to get green? Yes and No"

Quantitative Marketing and Structural Econometrics Workshop, St. Louis, MO, 2017