

Shuo (Sean) ZENG

Technology & Operations Management
College of Business Administration
California State Polytechnic University, Pomona
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Education

- Ph.D. in Management, University of Arizona** Aug. 2015
Management Information Systems/Operations Management with minor in Economics
Dissertation: Topics of Principal-Agent Service Contracts: Contract Analysis and Pooling
Principals
Dissertation Advisor: Dr. Moshe Dror
- M.Eng. in Computer Science and Technology, Tsinghua University, China** Jan. 2007
- B.Eng. in Automation, Tsinghua University, China** Jul. 2004

Work Experience

- Aug. 2021 – present **Associate Professor**
Technology & Operations Management
College of Business Administration
California State Polytechnic University, Pomona, California
- Sep. 2015 – Aug. 2021 **Assistant Professor**
Technology & Operations Management
College of Business Administration
California State Polytechnic University, Pomona, California
- Sep. 2011 – May 2015 **Teaching Assistant**
Department of MIS, University of Arizona, Tucson, Arizona
- Aug. 2008 – Aug. 2011 **Research Assistant in Artificial Intelligence Lab**
Department of MIS, University of Arizona, Tucson, Arizona
- Feb. 2007 – Jul. 2008 **Research Associate**
Department of IS, City University of Hong Kong, Hong Kong

Research Interests

- Game Theory Applications in Operations Management
- Business Analytics in e-Commerce Platforms

Peer-reviewed Journal Publications

Zeng, S. & He, Y. 2023. Blessing or curse? Sharing economy and its impact on the community of customers and suppliers. *Decision Sciences*, 54(5), pp. 514-534.
<https://doi.org/10.1111/deci.12587>

Xu, X., **Zeng, S.**, He, Y., 2021. The Impact of Information Disclosure on Consumer Purchase Behavior on Sharing Economy Platform Airbnb. *International Journal of Production Economics*, 231, pp.107846.

Zeng, S. and Dror, M., 2019. Serving many masters: an agent and his principals. *Mathematical Methods of Operations Research*, 90(1) pp.23-59.

Xu, X., **Zeng, S.** and He, Y., 2017. The influence of e-services on customer online purchasing behavior toward remanufactured products. *International Journal of Production Economics*, 187, pp.113-125.

Xu, X., Munson, C.L. and **Zeng, S.**, 2017. The impact of e-service offerings on the demand of online customers. *International Journal of Production Economics*, 184, pp.231-244.

Chen, Y., Fan, Z.P., Ma, J. and **Zeng, S.**, 2011. A hybrid grouping genetic algorithm for reviewer group construction problem. *Expert Systems with Applications*, 38(3), pp.2401-2411.

Liu, Y., Chen, Y., Lusch, R. F., Chen, H., Zimbra, D., & **Zeng, S.**, 2010. User-generated content on social media: Predicting market success with online word-of-mouth. *IEEE Intelligent Systems*, 25(1), pp.75-78.

Conference Proceedings

Zeng, S., Lin, M. and Chen, H., 2011, July. Dynamic user-level affect analysis in social media: Modeling violence in the Dark Web. In *Intelligence and Security Informatics (ISI), 2011 IEEE International Conference on* (pp. 1-6). IEEE.

Zhang, Y., **Zeng, S.**, Huang, C.N., Fan, L., Yu, X., Dang, Y., Larson, C.A., Denning, D., Roberts, N. and Chen, H., 2010, May. Developing a Dark Web collection and infrastructure for computational and social sciences. In *Intelligence and Security Informatics (ISI), 2010 IEEE International Conference on* (pp. 59-64). IEEE.

Zhang, Y., **Zeng, S.**, Fan, L., Dang, Y., Larson, C.A. and Chen, H., 2009, June. Dark web forums portal: searching and analyzing jihadist forums. In *Intelligence and Security Informatics, 2009. ISI'09. IEEE International Conference on* (pp. 71-76). IEEE.

Book Chapters

Zeng, S. and Dror, M., 2015. *Formulating Principal-Agent Service Contracts for a Revenue Generating Unit*. Springer International Publishing.

Presentations

Jung, J., Zeng, S., Min, K., He, Y. and Ryu, K. Cross-Cultural Comparisons of Consumer Responses to Covid-19 Protocols and Tourism Activities: from the Text Analysis of Tweets. WDSI Annual Meeting, Big Island, HI. April 2022.

Zeng, S. and He, Y. Price Manipulating Sharing Economy Platform with Multiple Services – Dynamic Pricing Strategy and Its Impact on Social Welfare. DSI Annual Meeting, virtual. November 2020.

Zeng, S. and He, Y. Modeling Price Discrimination and Its Impact on Community Welfare in Sharing Economy. DSI Annual Meeting, New Orleans, LA. November 2019.

Zeng, S. and He, Y. Multiple Services Price Discrimination in Sharing Economy – An Economic Modelling Approach. DSI Annual Meeting, Chicago, IL. November 2018.

Zeng, S. and He, Y. Financial Prosperity versus Social Responsibility – An Economic Perspective of Sharing Economy. DSI Annual Meeting, Washington D.C. November 2017.

Zeng, S. and He, Y. Matching Supply with Demand in Sharing Economy - An Economic Modeling Approach. DSI Annual Meeting, Austin, TX. November 2016.

Zeng, S. and Dror, M. Pooling Principals By a Repair Agent. INFORMS Annual Meeting, Philadelphia, PA. November 2015.

Zeng, S. and Dror, M. Formulating Principal-Agent Service Contracts for a Revenue Generating Unit. INFORMS Annual Meeting, San Francisco, CA. November 2014.

Zeng, S. and Dror, M. Service Contract for a Reliable Revenue Generation Unit. INFORMS Annual Meeting, Minneapolis, MN. October 2013.

Academic Experience & Service

Jan. 2013 – Aug. 2015	MIS Quarterly Editorial Assistant
Apr. 2018	WDSI 2018 Associate Conference Program Editor
Apr. 2022 – Apr. 2024	WDSI Associate Conference Program Editor
Apr. 2021 – Apr. 2022	WDSI Sustainability Issues in Decision Making Track Co-chair
Apr. 2022 – Apr. 2024	WDSI Sustainability Issues in Decision Making Track Chair
Apr. 2023 – Apr. 2024	WDSI Vice President for Advancement and Marketing

Jan. 2022 – present

Co-Director of Master of Science in Digital Supply Chain Management

Teaching Experience

Instructor - California State Polytechnic University, Pomona

EBZ-302 E-Business Technology	Fall 2015 – Spring 2018
TOM-301 Operations Management	Winter 2016 – Spring 2018
TOM-302 Managerial Statistics	Winter 2018
TOM-420 Operations, Technologies & Strategies	Spring 2016 – Spring 2018
EBZ-3010 Business on the Web	Fall 2018 – present
TOM-3010 Operations Management	Fall 2018 – present
TOM-3160 Business Analytics	Spring 2019 – present
GBA-5140 Statistical Essentials for Business Analytics	Fall 2020 – present
GBA-6210 Data Mining for Business Analytics	Spring 2021 – present

Instructor – University of Arizona

MIS-304 Managing and Using Information Systems	Summer 2011
MIS-373 Basic Operations Management	Summer 2013
MIS-473A/573A Production and Operations Management	Spring 2012

Teaching Assistant – University of Arizona

MIS-473A/573A Production & Operations Management	Fall 2011 – Spring 2015
MIS-473B/573B Production & Operations Management	Fall 2011
MIS-696D Models for Quantitative Analysis	Fall 2011 – Fall 2014

Skills

Programming Languages: Java, C/C++, SQL, Python

Data Mining Packages: WEKA, JUNG, XLMiner

Visualization Software/Packages: Tableau, JUNG, JFreeChart

Statistical/Mathematical Software: R, Matlab, LINDO, SPSS, SAS, Stata

Database Software: Oracle, MS SQL Server, MS Access

Web Applications: HTML, JSP, JavaScript, Applet, Apache Tomcat

Professional Affiliation

The Institute for Operations Research and the Management Sciences (INFORMS)

The Decision Sciences Institute (DSI)

The Western Decision Sciences Institute (WDSI)

International Chinese Information Systems Association (ICISA)

Language

English, Chinese