

ACADEMIC EMPLOYMENT

University of Massachusetts Amherst, Isenberg School of Management Assistant Professor of Marketing	Jul. 2024 - Present
Southern University of Science and Technology, China Assistant Professor of Marketing	Jul. 2022 - Jul. 2024

EDUCATION

The University of Texas at Dallas Ph.D. in Management Science, Marketing Concentration	Aug. 2017 - May 2022
The University of Arizona M.S. in Marketing	2015 - 2016
Harbin Institute of Technology, China B.B.A. in Accounting	2011 - 2015

RESEARCH INTERESTS

Substantive: Creator economy, Digital platforms, Digital marketing, Behavioral economics
Methodological: Applied game theory, Econometrics, Causal inference, Machine learning

PUBLICATIONS

- Jain, S. & Qian, K. (2021). Compensating online content producers: A theoretical analysis. *Management Science*, 67(11), 7075-7090. [Link]
- Qian, K. & Jain, S. (2024). Digital content creation: An analysis of the impact of recommendation systems. *Management Science*, Forthcoming. [Link]

WORKING PAPERS

- “The power of star creators: Evidence from the live streaming industry” (with Ying Xie, 2nd-round revise and resubmit, *Journal of Marketing Research*) [Link]
- “Status goods consumption and gamification in digital markets” (with Junhong Chu, Dan Ding, and Lin Qiu, manuscript is available upon request)

WORK IN PROGRESS

- “Sponsored vs. programmatic: An analysis of advertising strategy on digital content platforms” (with Sanjay Jain, preparing manuscript)
- “Content classification and innovation” (with Ying Xie, collecting data)

“Virtual tipping and content innovation” (collecting data)

CONFERENCE PRESENTATIONS

“Sponsored vs. programmatic: An analysis of advertising strategy on digital content platforms”
INFORMS Annual Meeting, Phoenix, October 2023

“Status goods consumption and gamification in digital markets”
2023 China India Insights Conference, Stanford, September 2023

“The Power of Star Creator: Evidence from Live Streaming Industry”
The 45th ISMS Marketing Science Conference, Miami, June 2023*
POMS 32nd Annual Conference, Virtual, April 2022
INFORMS Annual Meeting, Virtual, November 2020

“Digital Content Creation: An Analysis of the Impact of Recommendation Systems”
The 43rd ISMS Marketing Science Conference, Virtual, June 2021

“Compensating Online Content Producers: A Theoretical Analysis”
The 42nd ISMS Marketing Science Conference, Virtual, June 2020

“Pirce Advertising with Loss Aversion”
The 41st ISMS Marketing Science Conference, Rome, Italy, June 2019

INVITED TALKS

Indiana University, Kelley School of Business, November 2023

Stevens Institute of Technology, School of Business, November 2023

University of Massachusetts Amherst, Isenberg School of Management, November 2023

Northeastern University, D’Amore-McKim School of Business, November 2021

University of Houston, C. T. Bauer College of Business, November 2021

University of North Carolina at Charlotte, Belk College of Business, November 2021

Tsinghua University, School of Economics and Management, October 2021

Southern University of Science and Technology, College of Business, October 2021

University of Illinois Urbana-Champaign, Gies College of Business, October 2021

University of Connecticut, School of Business, October 2021

City University of Hong Kong, College of Business, October 2021

University of Kentucky, Gatton College of Business and Economics, October 2021

CUHK-Shenzhen, School of Management and Economics, September 2021

Shanghai University of Finance and Economics, College of Business, August 2021

TEACHING EXPERIENCE (SELECTED)

Instructor at UMass Amherst

Fall 2024 (Scheduled)

MK 490A Application of R for Marketing and Analytics

Instructor at SUSTech

Spring 2023 and Spring 2024

MIS 401 Advanced Marketing (equivalent to Marketing Analytics)

*Presented by coauthor.

HONORS AND AWARDS

Scholar with High Distinction, The University of Texas at Dallas	2022
Fellow, AMA-Sheth Foundation Doctoral Consortium	2021
Betty and Gifford Johnson Travel award, The University of Texas at Dallas	2020
Fellow, INFORMS Marketing Science Doctoral Consortium	2019
PhD Scholarship, The University of Texas at Dallas	2017–2022

SERVICE

Ad hoc reviewer for *Management Science*, *Marketing Science*, *Information Systems Research*, *Review of Industrial Organization*, *Industrial Management & Data Systems*, and *Journal of Systems Science and Systems Engineering*

Academic Supervisor for undergraduate students at *SUSTech* (2022-Present)

Committee member of graduate student dissertation defenses, Department of ISME at *SUSTech* (2023)

Committee member of PhD student admission, Department of ISME at *SUSTech* (2022)

Research seminar host, Department of ISME at *SUSTech* (2022)

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA), Institute for Operations Research and the Management Sciences (INFORMS), Production and Operations Management Society (POMS), and Association for Information Systems (AIS)

PROGRAMMING SKILLS

R, Mathematica, Python, MATLAB, STATA, LaTeX