

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 - Aug. 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*, 70(12), 8668-8684. [Link]
- Qian, K. & Xie, Y. (2025). The power of star creators: Evidence from the live streaming industry. *Journal of Marketing Research*, forthcoming [Link]

WORKING PAPERS

- “More Revenue, Less Effort? The Impact of Fan Subscription Pricing on Content Creators” (with Ying Xie and Zonghao Li, manuscript is available upon request)
- “Who is AI replacing in social spaces? The effect of AI companions on social media consumption” (with Lin Qiu, Yinliang (Ricky) Tan, and Paul Pavlou, manuscript is available upon request)
- “Status goods consumption and gamification in digital markets” (with Junhong Chu, Dan Ding, and Lin Qiu, manuscript is available upon request)

*Equal authorship.

WORK IN PROGRESS

“Sponsored vs. programmatic: An analysis of advertising strategy on digital content platforms” (with Sanjay Jain)

“Do more restaurant visits lead to more customers and higher customer spending? Exploring the quadratic relation between visits and restaurant performance” (with Yecheng Cao, Irem Onder Neuhofer, and Albert Assaf)

CONFERENCE PRESENTATIONS

“More Revenue, Less Effort? The Impact of Fan Subscription Pricing on Content Creators”
The 47th ISMS Marketing Science Conference, Washington DC, June 2025

“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

2023: Indiana University, Stevens Institute of Technology, University of Massachusetts Amherst

2021: Northeastern University, University of Houston, University of North Carolina at Charlotte, Tsinghua University, Southern University of Science and Technology, University of Illinois Urbana-Champaign, University of Connecticut, City University of Hong Kong, University of Kentucky, CUHK-Shenzhen, Shanghai University of Finance and Economics

TEACHING EXPERIENCE

Instructor at UMass Amherst

MGMT 690M Applied Marketing Analytics Using R (MSBA)

MK 490A Application of R for Marketing and Analytics

2025 Spring & Fall

2024 Fall, 2025 Spring & Fall

Instructor at SUSTech

MIS 401 Advanced Marketing (equivalent to Marketing Analytics)

2023 Spring & 2024 Spring

Instructor at UT Dallas

MKT 3300 Principle of Marketing

2020 Fall & 2021 Spring

[†]Presented by coauthor.

HONORS, AWARDS, AND GRANTS

Fellow, ISMS Early Career Scholars Camp	2025
Flex Grant Award, University of Massachusetts Amherst	2024
Graduates' Favorite Supervisor, Southern University of Science and Technology	2024
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: *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Information Systems Research*, *Production and Operations Management*, *Review of Industrial Organization*, *Industrial Management & Data Systems*, and *Journal of Systems Science and Systems Engineering*

SUSTech (2022-2024): Committee member of doctoral student dissertation defense (Zhitong Liao), Academic supervisor for undergraduate students (Yingzhou Fang, Mingwan Wang, and Bangmin An), Committee member of graduate students' dissertation defenses, Committee member of PhD student admission, and Research seminar host for the Department of ISME

PROFESSIONAL AFFILIATIONS

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

PROGRAMMING SKILLS

R, Mathematica, Python, MATLAB, STATA, LaTeX