

ACADEMIC EMPLOYMENT

University of Massachusetts Amherst, Isenberg School of Management Jul. 2024 - Present

Assistant Professor of Marketing

Southern University of Science and Technology Jul. 2022 - Jul. 2024

Assistant Professor of Marketing

EDUCATION

The University of Texas at Dallas Aug. 2017 - May 2022

Ph.D. in Management Science, Marketing Concentration

The University of Arizona 2015 - 2016

M.S. in Marketing

Harbin Institute of Technology, China 2011 - 2015

B.B.A. in Accounting

RESEARCH INTERESTS

Substantive: Creator economy, Digital marketing, Behavioral economics, Economics of AI

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. (2026). The power of star creators: Evidence from the live streaming industry.

Journal of Marketing Research, 63(1), 149-166. [Link]

WORKING PAPERS

“When Fan Subscriptions Get Expensive: How Platform-initiated Price Changes Affect Creator Behavior and Viewer Spending” (with Ying Xie and Zonghao Li[†])

“Foot Traffic and Customer Spending in Restaurants: The Moderating Roles of Dwell Time and Travel Distance” (with Yecheng Cao[†], Albert Assaf, Muzaffer Uysal, and Irem Önder)

“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)

*Equal authorship.

[†]PhD student coauthor when the paper was submitted.

“Status goods consumption and gamification in digital markets” (with Junhong Chu, Dan Ding, and Lin Qiu)

WORK IN PROGRESS

“Platform advertising and creator sponsorship” (with Sanjay Jain)

“Logo design of mobile apps” (with Annie Ding and Ghazal Golshan[†])

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 653R Applied Marketing Analytics Using R (Master Level)	2025 Spring - present
MK 414 Marketing Analytics Using R	2024 Fall - present
Instructor at SUSTech	2023 - 2024
MIS 401 Advanced Marketing (equivalent to Marketing Analytics)	
Instructor at UT Dallas	2020 - 2021
MKT 3300 Principle of Marketing	

[‡]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 for Journals

UTD 24 journals: *Management Science*, *Marketing Science*, *Journal of Marketing Research*, *Information Systems Research*, *MIS Quarterly*, and *Production and Operations Management*

Other journals: *Review of Industrial Organization*, *Industrial Management & Data Systems*, *Journal of Business Research*, *Journal of Systems Science and Systems Engineering*, and *Omega*

School Service at UMass (2024-present):

Committee member of doctoral student's dissertation defense: Vahid Yousefi

Committee member for PhD student admission

Isenberg Scholarship Committee

School Service at SUSTech (2022-2024):

Committee member of doctoral student's 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

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