

Haojin Jiao

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EDUCATION BACKGROUND

Xi'an University of Posts and Telecommunications, China

09/2022 – 06/2026(Expected)

Bachelor of Administration in Information Management and Information Systems
Weighted Average Score: 88.65/100 (Rank 1st)
Supervisor: Prof. Xiaoxiao Wei

RESEARCH INTEREST

Consumer Behavior, Digital Platforms, AI-Human Interaction, User Generated Content, Blockchain Governance

PUBLICATIONS

- [1] **Jiao, H.**, Ge-Zhang, S., & Yang, J.* (2025). Healthy lifestyle behaviors and depressive symptoms: A national cross-sectional study of the older adults in China. *Frontiers in Medicine*, 12, Article 1548034. <https://doi.org/10.3389/fmed.2025.1548034> (SCIE, IF = 3.0, JCR Q1)
- [2] **Jiao, H.**, Guo, Z., Sun, J., Wang, K., & Yang, J.* (2025). Exploring the impact of internet use on cognitive abilities in the older adults: Evidence from the CHARLS 2020 database. *Frontiers in Public Health*, 13, Article 1510418. <https://doi.org/10.3389/fpubh.2025.1510418> (SSCI, IF=3.4, JCR Q1)
- [3] Wei, X., Sun, J., & **Jiao, H.*** (2025). New improved hybrid genetic algorithm for optimizing facility layout design of reconfigurable manufacturing system. *Scientific Reports*. <https://doi.org/10.1038/s41598-025-97526-x> (SCIE, IF=3.9, JCR Q1)
- [4] **Jiao, H.**, Transforming Data Management: Blockchain Solutions for Information Resource Systems. In Proceedings of the 2024 IEEE 2nd International Conference on Sensors, Electronics and Computer Engineering (ICSECE), Jinzhou, China, 2024, pp. 1026-1033, <https://doi.org/10.1109/ICSECE61636.2024.10729402>.
- [5] Wei, X., Wu, J., Li, P., **Jiao, H.**, Xing, J., et al. (2025). From revitalizing rural areas with sweet potatoes to three-industry integration: Exploring the rural revitalization path of Tianxi Village, a national rural governance demonstration village. Included in *China Management Case-sharing Center*. (**The first student author**, Article in Chinese with an English abstract)

WORKING PAPERS

- [1] Fan, Y.*, & **Jiao, H.*** (2025). Doubling Down on Risk: A Topic-Based Analysis of User Satisfaction on Web3 Gambling Platforms. Submitted to *Journal of Retailing and Consumer Services* (ABS 2, Major Revision).
- [2] Fan, Y., **Jiao, H.**, & Liu X.* (2025). When AI Meets Tourism: Exploring Functional Roles and User Sentiment in Generative Travel Planning. Submitted to *Tourism Management* (ABS 4, Under Review).
- [3] **Jiao, H.**, Cai, T., Wei, X.*, & Ge-Zhang, S.* (2025). Influence of Tourism Destination Quality and Tourist Satisfaction on Sustainable Tourism Development: A Case Study of Xi'an, China. Submitted to *Journal of Cleaner Production* (ABS 1, Under Review).
- [4] **Jiao, H.**, & Fan, Y. (2025). Fragile by Design: IS Failure and Trust Collapse in Web3 Gambling Platforms. Rejected by International Conference on Information Systems (ICIS 2025). Working in progress.

Note: *Corresponding author; #Co-first author

RESEARCH EXPERIENCE

Tourist Behavior and Purchase Analysis in Xi'an: A Comprehensive Study on Tourism and Consumer Dynamics

02/2024 – Present

Role: Research Assistant

Program: A part of The National Social Science Fund of China (Grant No.23FGLB005)

Supervisor: Prof. Xiaoxiao Wei and Prof. Pengfei Li, Xi'an University of Posts and Telecommunications

- Conducted field surveys (1,000+ responses) and applied SEM and ANN methods to analyze cultural product consumption and tourist satisfaction.
- Supported two manuscripts: one under review at JCLP, another utilizing SEM-ANN approach in progress.

Data-Driven Insights into Mental Health and Cognitive Decline among Older Adults in China

06/2024 – Present

Role: Core Research Team Member

Supervisor: Dr. Jingqi Yang, Jiangxi Provincial People's Hospital

- Conducted empirical analysis using the CHARLS database to explore determinants of depressive symptoms and cognitive decline, applying SPSS and STATA for advanced statistical modeling (logistic regression, hierarchical analysis).
- Published 2 papers in SCI/SSCI-indexed journals as first author, providing policy insights on aging health management and digital inclusion strategies.
- Contributed to collaborative research projects with multiple manuscripts under review, demonstrating expertise in large-scale database analysis.

Generative AI in Tourism Planning

01/2025 – Present

Role: Collaborative Researcher with Prof. Yifan Fan, Southeast University.

- Led data analysis using LDA topic modeling, sentiment analysis, and experimental design based on 54,000+ user reviews

of AI platforms.

- Resulted in a submission to Tourism Management and development of actionable insights for AI service optimization.

Trust Collapse Mechanisms in Web3 Platforms

01/2025 - Present

Role: Collaborative Researcher with Prof. Yifan Fan, Southeast University.

- Designed a multi-study empirical project combining text mining, user behavior analysis, and experimental methods to investigate IS Failure and trust erosion.
- Generated two papers: one under Major Revision at JRCS focusing on user satisfaction analysis, and another submitted to ICIS 2025 exploring failure mechanisms and trust dynamics.

Field Investigation on Rural Industrial Integration in Tianxi Village

06/2024 – 06/2025

Role: Project Leader

Program: College Students' Innovation and Entrepreneurship Training Program (Grant No.24XUPT207)

Supervisor: Prof. Xiaoxiao Wei, Xi'an University of Posts and Telecommunications

- Conducted a 45-day field investigation in Tianxi Village, a national demonstration site for rural governance in China.
- Designed and implemented a mixed-method study, including stakeholder interviews (n = 40+), on-site observations, and policy document analysis.
- Investigated the integration of agriculture, manufacturing, and tourism industries in the context of rural revitalization.
- Findings contributed to a management case published by the *China Management Case-sharing Center*, and supported the design of a smart agriculture prototype.

ACADEMIC SERVICE & TRAINING

Reviewer, International Conference on Information Systems (ICIS 2025)

05/2025

- Independently reviewed two short paper submissions for ICIS 2025. Provided detailed written evaluations and comments through the official PCS review system.

Participant, China Summer Workshop on Information Management (CSWIM 2025)

06/2025

- Engaged in paper sessions and doctoral consortium discussions; interacted with international IS scholars.

Business Leaders for a Changing World Summer School, The University of Hong Kong

07/2024

- Engaged in intensive training on business leadership, strategic thinking, and innovation management through case studies and collaborative projects. Recognized as an Outstanding Participant for exceptional performance.

Red Bird Challenge Camp, Hong Kong University of Science and Technology (Guangzhou)

06/2025

- Selected for a competitive MPhil/PhD summer camp aimed at identifying high-potential research students.
- Working in interdisciplinary teams to apply design-thinking and integrative problem-solving methods to real-world challenges across fields including business analytics and information systems.

AWARDS AND HONORS

Honors:

- Top Ten Students - Recognized as one of the top ten outstanding students at Xi'an University of Posts and Telecommunications. Selected annually among 20,000 students (Top 0.05%), 2024

Scholarships:

- Principal scholarship of Xi'an University of Posts and Telecommunications (Top 0.1%), 2024
- First-Class Scholarship of Xi'an University of Posts and Telecommunications (Top 3%), 2024
- Second-Class Scholarship of Xi'an University of Posts and Telecommunications (Top 10%), 2023

SKILLS

- **Research Methods:** Econometric analysis (linear & logistic regression, multilevel models), Structural Equation Modeling (SEM), Artificial Neural Networks (ANN)
- **Text Mining & NLP:** Topic Modeling (LDA, BERTopic, TopicGPT), Sentiment Analysis, Text Classification, Large-Scale UGC Data Mining
- **Software & Programming:** Python, STATA, SPSS, AMOS
- **Language:** Mandarin (Native), Cantonese (Native), English (Fluent)
- **Interests:** Snooker, Hiking, Violin

REFERENCE

Prof. Xiaoxiao Wei

Associate Professor

Xi'an University of Posts and Telecommunications

Email: xiaoxiaowei@xupt.edu.cn

Relationship: Supervisor

Dr. Jingqi Yang

Researcher

Jiangxi Provincial People's Hospital, Nanchang Medical School

Email: yangjingqi2019@126.com

Relationship: Research Collaborator & Co-author

Prof. Yifan Fan

Assistant Professor

Southeast University

Email: norryfan@gmail.com

Relationship: Research Collaborator & Co-author

Prof. Chao Xu

Assistant Professor, Vice Director of Department

Xi'an University of Posts and Telecommunications

Email: xuchao@xupt.edu.cn

Relationship: Undergraduate Thesis Supervisor