

# Jane Yi Jiang

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## Research Interest

My research centers on marketplaces and the dissemination of information within them. Currently, I focus on the role of generative artificial intelligence on digital platforms, examining how it shapes information flow and influences decision-making. I use causal inference, structural modeling, and machine learning to address emerging business challenges and generate actionable insights for firms.

## Academic

**Assistant Professor, Fisher College of Business, The Ohio State University**

Department of Operations and Business Analytics, 2024–Present

## Education

**Robert H. Smith School of Business, University of Maryland, College Park**

Ph.D. Candidate in Operations Management & Management Science, 2024

Minor in Economics

**Job market paper:** An Empirical Study of Blockchain-Driven Transparency in a Consumer Marketplace

**Committee:** Wedad J. Elmaghraby (chair), Ken Moon, Ozge Sahin, Ashish Kabra, Ginger Zhe Jin

**Queens College, City University of New York**

B.S., Physics, 2019

B.A., Mathematics, 2019

**Queensborough Community College, City University of New York**

A.S., Mathematics and Sciences, 2016

**New York University School of Law**

Master of Laws (LL.M), 2013

**China University of Political Science and Law**

Bachelor of Law, 2008

## Research Projects

1. **An Empirical Study of Blockchain-Driven Transparency in a Consumer Marketplace**  
Reject and Resubmit at *Management Science*  
with Wedad Elmaghraby and Ken Moon
  - \* **Selected for presentation at MSOM SIG 2025**
  - \* **Finalist, 2023 TIMES Best Working Paper Competition**
  - \* **Selected for presentation at Wharton Empirical OM Workshop 2023**
  - *Topics: Marketplace, information design, technological innovation, transparency and trust*
  - *Methods: Causal analysis, structural estimation, Bayesian learning, machine learning*
2. **Impact of Markdown Strategy on Returns: A Price Transparency and Valuation Uncertainty Story**  
Reject and Resubmit at *Manufacturing & Service Operations Management*  
with Wedad Elmaghraby and Ozge Sahin
  - *Topics: Pricing mechanisms, platform design, bounded rationality, corporate social responsibility*
  - *Methods: Empirical analysis, structural estimation, machine learning, simulation*
3. **AI-Infused Nudges for Supply Chain Decision Making**  
with Jiannan Xu and Wedad Elmaghraby
  - \* **Supported by the Faculty-Student Research Award (\$15,000) from University of Maryland.**
  - *Topics: Human & AI interaction, bounded rationality, corporate social responsibility*
  - *Methods: Natural language processing, experiments, empirical analysis*
4. **AI Self-preferencing in Algorithmic Hiring: Empirical Evidence and Insights**  
with Jiannan Xu and Gujie Li
  - \* **Accepted at 2025 Markets & Society Conference**
  - *Topics: Human & AI interaction, bounded rationality, corporate social responsibility*
  - *Methods: Natural language processing, experiments, empirical analysis*
5. **The Offline Basis of Rural E-Commerce Success**  
with Ziyang Chen and Qiyao Zhou
  - *Topic: E-commerce, online-offline synergy, industry cluster, development economics**Methods: Causal analysis, Natural language processing*
6. **The Side Effects of Quality Signaling**  
with Farzad Fathi and Jiding Zhang
  - *Topics: Marketplace, information design, technological innovation, operations-marketing interface*
  - *Methods: CAusal analysis, Natural language processing, stylized model*

## Talks

- MSOM Sustainable Operation SIG, London UK, Jun. 2025
- Industry Studies Association 2025, Cambridge MA, Jun. 2025
- INFORMS Annual Meeting, Seattle WA, Oct. 2024
- INFORMS RMP Section Conference, Los Angeles CA, Jul. 2024
- POMS Annual Meeting, Minneapolis MN, Apr. 2024
- DSI Annual Conference, Atlanta GA, USA, Nov. 2023
- INFORMS Annual Meeting, Phoenix AZ, USA, Oct 2023
- Wharton Empirical OM Workshop, Philadelphia PA, USA, Oct 2023
- The Eighth Marketplace Innovation Workshop, Virtual, May 2023
- POMS Annual Meeting, Orlando FL, USA, May 2023
- INFORMS Annual Meeting, Indianapolis IN, USA, Oct 2022

## Teaching Experience

1. **Instructor**, Fisher College of Business, The Ohio State University  
Introduction to Operations Management (undergraduate core, 3 credits), Autumn 2024
2. **Instructor**, Robert H. Smith School of Business, University of Maryland, College Park  
Business Statistics (undergraduate core, 3 credits), Summer 2023.
3. **Instructor**, Robert H. Smith School of Business, University of Maryland, College Park  
Business Statistics (undergraduate core, 3 credits), Summer 2022.
4. **Instructor**, Queensborough Community College, City University of New York  
QCC-STEP program, high school math, physics, and chemistry for students from the underrepresented groups, 2015~2019.

## Honors and Awards

- Allan N. Nash Outstanding Doctoral Student Award, UMD, 2024
- Robert H. Smith School Ph.D. Fellowship, UMD, 2019-2023
- The Paul Klapper Scholarship, QC, 2019
- The Eva and Jacob Paulson Memorial Award for Excellence in Mathematics, QC, 2019
- Physics Department Paul Klapper Price, QC, 2019
- CUNY Research Scholar (CRSP), 2014~2016
- Presidential Award, CUNY, 2016

## Academic Services

- **Faculty advisor**, China Entrepreneur Network at Ohio State

- **Session chair**, Technology and innovation in procurement, POMS 2024
- **Reviewer**, POMS, AOM
- **Founder and Vice President**, INFORMS University of Maryland Student Chapter
- **Founder and Co-Chair**, OM PhD Student Brown Bag Series  
University of Maryland, College Park, 2022~present
- **Social Chair**, Association of Doctoral Students  
University of Maryland, College Park, 2020~2022
- **Representative**, Graduate Student Government  
University of Maryland, College Park, 2020~2021

## Skills

**Analytics:** Stata, R

**Programming:** Python, Java, C++, LaTeX

**Database:** SQL

**Language:** Mandarin (native), English (fluent)