Jin Miao

CONTACT INFORMATION	Room 13.204	*Mobile:* 469-449-2160
	Naveen Jindal School of Management	*E-mail:* Jin.Miao@utdallas.edu
	Richardson, TX 75080, USA	*Website:* jinmiaomkt.github.io/

EDUCATION		
University of Texas at Dallas, Richardson, TX		**Aug 2020 - May 2026**
Ph.D. Quantitative Marketing		
Columbia University, New York City, NY		**Aug 2017 - May 2018**
M.S. Marketing Science		
Tsinghua University, Beijing, China		**Aug 2013 - July 2017**
B.A. Economics & B.S. Psychology		
Mannheim University, Mannheim, Germany		**Aug 2015 - Dec 2015**
Exchange Student		

HONORS AWARDS SCHOLARSHIPS		
Doctoral Scholarship		Fall 2021 - Spring 2026
University Fellowship for Remote Studies		Fall 2020 - Summer 2021
AMA-Sheth Foundation Doctoral Consortium Fellow		Summer 2023
Betty and Gifford Johnson Travel Awards		Summer 2023
Graduate Student Assembly Travel Award		Summer 2023
Center for Teaching and Learning (CTL) Fellow		Spring 2023
Academic Excellence Scholarship, Tsinghua University		Fall 2016
Baden-Württemberg-Stipendium, Mannheim University		Fall 2015

PUBLICATION

Designing loot boxes: Implications for Profits and Welfare
with Sanjay Jain
forthcoming, Marketing Science

Abstract: A loot box is a probabilistic allocation of virtual products, the exact outcome of which is known to consumers only after purchase. Consumers sometimes purchase these goods multiple times until their preferred products are obtained. As loot boxes have been gaining enormous popularity in recent years, they are often criticized as exploitative and socially wasteful. In this study, we develop a stylized model to study the optimal design of loot boxes and its impact on profits and social welfare. We find that firms may assign asymmetric probabilities to *ex ante* symmetric products. Firms could use loot boxes to offer products at low prices to users who would not buy these products under the traditional pricing strategy. Loot boxes enable firms to earn higher profits due to better price discrimination and market expansion. Contrary to the widespread criticism of loot boxes as socially harmful, our analysis reveals that the loot box strategy can improve social welfare. Some platforms promise that consumers can obtain their preferred products with no more than a certain number of purchases. Contrary to conventional wisdom, our analysis reveals that such a strategy can increase firm's profits while reducing consumer welfare.

WORKING PAPER

Pricing of Services: An Analysis of the Impact of Availability Bias
with Sanjay Jain

Design Rollover Policy in Subscription Economy
with Haokun Du, Sanjay Jain

CONFERENCE PRESENTATION	Production and Operations Management Conference	Orlando FL, May 2023
	INFORMS Marketing Science Annual Conference	Miami FL, June 2023

DOCTORAL COURSEWORK	*Marketing*	
	Special Topics in Marketing – Analytical Models	Dmitri Kuksov
	Special Topics in Marketing – Behavioral Industrial Organization	Sanjay Jain
	Special Topics in Marketing – Empirical Models	Ying Xie
	Special Topics in Marketing – Dynamic Structural Models	Shervin Tehrani
	Special Topics in Marketing – Empirical Industrial Organization	Joonhwi Joo
	Special Topics in Marketing – Digital Economy	Ram Rao
	Empirical Models in Marketing	Oded Netzer (*Columbia*)
	Mathematical Models in Marketing	Rajeev Kohli (*Columbia*)
	Bridging Behavioral Decision-Making with Marketing Science	Oded Netzer (*Columbia*)
	Statistics, Optimization, & Machine Learning	
	Advanced Probability and Statistics	Khai Chiong
	Optimization	Milind Dewande
	Bayesian Data Analysis	Qiwei Li
	Numerical Analysis	Yunan Wu
	Causal Inference	Yunan Wu
	Deep Learning	Pankaj Choudhary
	Nonparametric Statistics	Sam Efromovich
	Applied Multivariate Statistics	Kamel Jedidi (*Columbia*)
	Machine Learning	Georgios Lentzas (*Columbia*)
	Economics	
	Advanced Managerial Economics	Kyle Hyndman
	Game Theory	Gary Bolton
	Advanced Game Theory	Dmitri Kuksov
	Econometrics I, II, III	Donggyu Sul, Dong Li
	Advanced Microeconomics	Geoffrey Heal (*Columbia*)

TEACHING EXPERIENCE	Principles of Marketing (BBA-Marketing)	Fall 2023
	solo instructor (Class Size: 48, Teaching Evaluation: 4.8/5.0)	
	Principles of Marketing (BBA-Marketing)	Fall 2024
	solo instructor (Class Size: 56)	

TEACHING ASSISTANTSHIP	Predictive Analytics for Data Science (MS-Marketing)	Spring 2024
	Principles of Marketing (BBA-Marketing)	Fall 2021, Spring 2022
	Social Media Marketing (BBA-Marketing)	Fall 2021, Spring 2022
	Category Buying (BBA-Marketing)	Spring 2022
	E-Retailing (BBA-Marketing)	Spring 2022
	Marketing Management (MS-Marketing)	Fall 2021