

CURRICULUM VITAE – (JUSTIN) JIAYUAN TIAN

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EDUCATION	University of Florida	Gainesville, Florida, United States	
	<i>Ph.D. in Information Systems</i>	2021–2026 (expected)	
	<i>GPA: 3.96</i>		
	Advisor: Liangfei Qiu		
	Brown University	Providence, Rhode Island, United States	
	<i>Master of Data Science</i>	2019–2021	
	Lafayette College	Easton, Pennsylvania, United States	
	<i>Bachelor of Mathematics & Economics (Double Major)</i>	2015–2019	
RESEARCH INTERESTS	Topics: Societal & Economic Impact of Emerging Technology (Digital Platforms & AI), Health IT Methodologies: Econometrics, Machine Learning, Deep Learning, Field Experiment Programming Skills: Python, R, SQL, Stata, Matlab, Latex, HTML		
RESEARCH IN PROGRESS	Topic 1: Societal & Economic Impact of Emerging Technology (Digital Platforms & AI) 1. Jiayuan Tian , Yuan Sun, Liangfei Qiu. “Live-Streaming vs. Traditional E-Commerce: Unveiling the Sales and Product Return Advantages of Brand-Led Live Streaming.” Under Major Revision at <i>MIS Quarterly</i> . 2. Jiayuan Tian , Min Chen, Liangfei Qiu. “How Does Ride-Hailing Congestion Pricing Shape Digital Access and Transportation Equity? Evidence from a Natural Experiment in Chicago.” Under Review at <i>Production and Operations Management</i> . 3. Jiayuan Tian , Guohou Shan, Michael Rivera, Liangfei Qiu, Md Mahmudul Hasan. “Pleasure or Peril? The Rise of Online Sports Gambling and Its Mental Health Impact.” Under Review at <i>MIS Quarterly</i> . 4. Jiayuan Tian , Vincent Zhao, Yuan Sun, Liangfei Qiu. “AI-Powered vs. Manual Advertising: A Field Experiment in E-Commerce.” Under Review at <i>Information Systems Research</i> . 5. Jiayuan Tian , Jingyan Dai, Xinzhi Rao, Liangfei Qiu. “Driving in the Lane Next to AI: Do Robotaxis Make Human Drivers Bolder or Better?” <i>Working Paper</i> 6. Jiayuan Tian , Zixi Lei, Wen Wen, Liangfei Qiu. “Substitute or Supplement? Generative AI and News Consumption.” <i>Working Paper</i> Topic 2: Health IT 1. Naveen Kumar, Jiayuan Tian* , Liangfei Qiu, Subodha Kumar, Rachel Umoren, Taylor Sawyer. “Primed for Growth or Fade: An Empirical Investigation of the Impact of Telemedicine Adoption on Healthcare Channel Migration Behavior.” <i>Note: *Co-first author.</i> Under 2nd round review at <i>Information Systems Research</i> . 2. Lun Li, Jiayuan Tian , Qiuju Yin, Liangfei Qiu, Zhijun Yan. “Peer Power: How Physician Peer Endorsements Shape Patient Choices on Online Healthcare Platforms.” Under Major Revision at <i>Information Systems Research</i> .		

3. Guohou Shan, **Jiayuan Tian***, Michael Rivera, Liangfei Qiu. “Does Digital Mental Healthcare Service Access Affect Care Outcomes? Evidence from a Natural Experiment.”
*Note: *Co-first author.*
Working Paper
4. **Jiayuan Tian**, Guohou Shan, Liangfei Qiu. “Angel or Devil : Telehealth Across Borderlines and Healthcare Outcomes.”
Working Paper
5. **Jiayuan Tian**, Guohou Shan, Michael Rivera, Liangfei Qiu. “An Empirical Study of the Feedback Source on Real-time Doctor Feedback in a Crisis.”
Working Paper

CONFERENCE PRESENTATIONS

1. “Pleasure or Peril? The Rise of Online Sports Gambling and Its Mental Health Impact.”
 - *CHITA 2025*, Austin, TX
 - *POMS 2025*, Atlanta, GA
 - *INFORMS 2025*, Atlanta, GA
2. “How Does Ride-Hailing Congestion Pricing Shape Digital Access and Transportation Equity? Evidence from a Natural Experiment in Chicago.”
 - *CIST 2024*, Seattle, WA
3. “Angel or Devil : Telehealth Across Borderlines and Healthcare Outcomes.”
 - *AMCIS 2024*, Salt Lake City, UT
4. “An Empirical Study of the Feedback Source on Real-time Doctor Feedback in a Crisis.”
 - *AMCIS 2024*, Salt Lake City, UT
5. “Primed for Growth or Fade: An Empirical Investigation of the Impact of Telemedicine Adoption on Healthcare Channel Migration Behavior.”
 - *POMS 2024*, Minneapolis, MN
6. “Does Digital Mental Healthcare Service Access Affect Care Outcomes? Evidence from a Natural Experiment.”
 - *INFORMS 2023*, Phoenix, AZ
 - *POMS 2024*, Minneapolis, MN

TEACHING

Instructor

QMB 4702 Managerial Operations Analysis 2 (Undergraduate Core)

— Official Evaluation: **4.6/5** Class size: 49

Teaching Assistant on Selected Courses

QMB 5303 Managerial Statistics

MAN 5502 Production and Operations Management

TEACHING INTERESTS

Data Analytics, Data Visualization, Applied Machine Learning, Database Management, Statistics in Business, Managerial Operations Analysis, Programming Languages

VOLUNTEER, AWARDS, AND LEADERSHIP

Volunteer at the Inaugural INFORMS Information System Society (ISS) Doctoral Consortium 2024
 Selected to the Doctoral Consortium at CHITA 2025
 Selected to the Inaugural INFORMS Information System Society (ISS) Doctoral Consortium 2024
 Selected to the Doctoral Consortium at POMS 2024

SERVICE AND
MEMBERSHIP

Journal and Conference Referee

Production and Operations Management
Conference on Information Systems and Technology (CIST)
International Conference on Information Systems (ICIS)
Workshop on Information Technologies and Systems (WITS)
Americas Conference on Information Systems (AMCIS)
Hawaii International Conference on System Sciences (HICSS)

Conference Session Chair

POMS 2025, Healthcare Analytics Track
CHITA 2025

Membership

Institute for Operations Research and the Management Sciences (INFORMS)
Production and Operations Management Society (POMS)
Association for Information Systems (AIS)

SELECTED
GRADUATE
COURSES

Machine Learning Methods for Business Applications
Social Data Mining
Econometric Models and Methods
Microeconomic Theory
Game Theory for Economists
Mathematical Methods for Economics
Multivariate Statistical Methods
Statistical Methods in Research

REFERENCES

Liangfei Qiu (Dissertation Committee Chair)

PricewaterhouseCoopers ISOM Professor
University of Florida Research Foundation Professor
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Subodha Kumar

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Founding Director of the Center for Business Analytics and Disruptive Technologies
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