

# CURRICULUM VITAE – (JUSTIN) JIAYUAN TIAN

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EDUCATION	<b>University of Florida</b>	Gainesville, Florida, United States	
	<i>Ph.D. in Information Systems</i>	2021–2026 (expected)	
	GPA: 3.96 Advisor: Liangfei Qiu		
	<b>Brown University</b>	Providence, Rhode Island, United States	
	<i>Master of Data Science</i>	2019–2021	
	<b>Lafayette College</b>	Easton, Pennsylvania, United States	
	<i>Bachelor of Mathematics &amp; Economics (Double Major)</i>	2015–2019	
RESEARCH INTERESTS	<b>Topics:</b> Societal Impact of Technology (Gen AI & AI & Robotaxi), Health IT, Economics of Emerging Technology <b>Methodologies:</b> Econometrics, Machine Learning, Deep Learning, Field Experiment <b>Programming Skills:</b> Python, R, SQL, Stata, Matlab, Latex, HTML		
PAPERS UNDER REVIEW	<ol style="list-style-type: none"><li>1. Naveen Kumar, <b>Jiayuan Tian*</b>, 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>.</li><li>2. <b>Jiayuan Tian</b>, 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>.</li><li>3. Lun Li, <b>Jiayuan Tian</b>, 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>.</li><li>4. <b>Jiayuan Tian</b>, 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>.</li><li>5. <b>Jiayuan Tian</b>, 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>.</li><li>6. <b>Jiayuan Tian</b>, 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>.</li></ol>		
WORKING PAPERS	<ol style="list-style-type: none"><li>1. <b>Jiayuan Tian</b>, Jingyan Dai, Xinzhi Rao, Liangfei Qiu. “Driving in the Lane Next to AI: Do Robotaxis Make Human Drivers Bolder or Better?”</li><li>2. <b>Jiayuan Tian</b>, Zixi Lei, Wen Wen, Liangfei Qiu. “Substitute or Supplement? Generative AI and News Consumption.”</li><li>3. Guohou Shan, <b>Jiayuan Tian*</b>, Michael Rivera, Liangfei Qiu. “Does Digital Mental Healthcare Service Access Affect Care Outcomes? Evidence from a Natural Experiment.” <i>Note: *Co-first author.</i></li><li>4. <b>Jiayuan Tian</b>, Guohou Shan, Liangfei Qiu. “Angel or Devil : Telehealth Across Borderlines and Healthcare Outcomes.”</li><li>5. <b>Jiayuan Tian</b>, Guohou Shan, Michael Rivera, Liangfei Qiu. “An Empirical Study of the Feedback Source on Real-time Doctor Feedback in a Crisis.”</li></ol>		

CONFERENCE PRESENTATIONS	<ol style="list-style-type: none"> <li>1. “Pleasure or Peril ? The Rise of Online Sports Gambling and Its Mental Health Impact.” <ul style="list-style-type: none"> <li>- <i>CHITA 2025</i>, Austin, TX</li> <li>- <i>POMS 2025</i>, Atlanta, GA</li> <li>- <i>INFORMS 2025</i>, Atlanta, GA</li> </ul> </li> <li>2. “How Does Ride-Hailing Congestion Pricing Shape Digital Access and Transportation Equity ? Evidence from a Natural Experiment in Chicago.” <ul style="list-style-type: none"> <li>- <i>CIST 2024</i>, Seattle, WA</li> </ul> </li> <li>3. “Angel or Devil : Telehealth Across Borderlines and Healthcare Outcomes.” <ul style="list-style-type: none"> <li>- <i>AMCIS 2024</i>, Salt Lake City, UT</li> </ul> </li> <li>4. “An Empirical Study of the Feedback Source on Real-time Doctor Feedback in a Crisis.” <ul style="list-style-type: none"> <li>- <i>AMCIS 2024</i>, Salt Lake City, UT</li> </ul> </li> <li>5. “Primed for Growth or Fade: An Empirical Investigation of the Impact of Telemedicine Adoption on Healthcare Channel Migration Behavior.” <ul style="list-style-type: none"> <li>- <i>POMS 2024</i>, Seattle, WA</li> </ul> </li> <li>6. “Does Digital Mental Healthcare Service Access Affect Care Outcomes ? Evidence from a Natural Experiment.” <ul style="list-style-type: none"> <li>- <i>INFORMS 2023</i>, Seattle, WA</li> <li>- <i>POMS 2024</i>, Seattle, WA</li> </ul> </li> </ol>
TEACHING	<p><b>Instructor</b> QMB 4702 Managerial Operations Analysis 2 (Undergraduate Core) — Official Evaluation: <b>4.6/5</b> Class size: 49</p> <p><b>Teaching Assistant on Selected Courses</b> QMB 5303 Managerial Statistics MAN 5502 Production and Operations Management</p>
TEACHING INTERESTS	Data Analytics, Data Visualization, Applied Machine Learning, Database Management, Statistics in Business, Managerial Operations Analysis, Programming Languages
SERVICE AND MEMBERSHIP	<p><b>Journal and Conference Referee</b> 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)</p> <p><b>Conference Session Chair</b> POMS 2025, Healthcare Analytics Track CHITA 2025</p> <p><b>Membership</b> Institute for Operations Research and the Management Sciences (INFORMS) Production and Operations Management Society (POMS) Association for Information Systems (AIS)</p>
VOLUNTEER, AWARDS, AND LEADERSHIP	<p>Volunteer at the Inaugural INFORMS Information System Society (ISS) Doctoral Consortium 2024</p> <p>Selected to the Doctoral Consortium at CHITA 2025</p> <p>Selected to the Inaugural INFORMS Information System Society (ISS) Doctoral Consortium 2024</p> <p>Selected to the Doctoral Consortium at POMS 2024</p>

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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Warrington College of Business  
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**Subodha Kumar**

Paul R. Anderson Distinguished Chair Professor  
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