JUNCAI JIANG

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College of Business Administration
University of Central Florida
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EDUCATION

- Ph.D., Marketing, 2013
  The University of Texas at Dallas, Texas

EMPLOYMENT

- Assistant Professor in Marketing, 2022-Present
  College of Business Administration, University of Central Florida

- Assistant Professor in Marketing, 2014-2022
  Pamplin College of Business, Virginia Tech

- Visiting Assistant Professor in Marketing, 2013-2014
  Pamplin College of Business, Virginia Tech

RESEARCH INTERESTS

- Causal Inference
- Digital Marketing
- Generative Artificial Intelligence
- The Power of Crowds

PUBLICATIONS

Jiang, Juncai and Chuan He (2021) "Low-Price Guarantees in a Dual-Channel of Distribution," *Marketing Science*, 40(4), 765-782.

Jiang, Juncai and Yu Wang (2020) "A Theoretical and Empirical Investigation of Feedback in Ideation Contests," *Production and Operations Management*, 29(2), 481-500.

Jiang, Juncai, Nanda Kumar, and Brian T. Ratchford (2017) "Price-Matching Guarantees with Endogenous Consumer Search," *Management Science*, 63(10), 3489-3513.

Kim, Ho, Juncai Jiang, Norris I. Bruce (2021) "Discovering Heterogeneous Consumer Journeys in Online Platforms: Implications for Networking Investment," *Journal of the Academy of Marketing Science*, 49(2), 374-396.

Kamatham, Sriharsha, Parneet Pahwa, Juncai Jiang, and Nanda Kumar (2021) "Effect of Appeal Content on Fundraising Success and Donor Behavior," *Journal of Business Research*, 125(3), 827-839.

Zhou, Chenxi, Liming Lin, Zhaoyang Guo, and Juncai Jiang "Reductions in Commitments to Service Providers: An Empirical Study on Pure-Downgrade vs. Hybrid-Downgrade," *Journal of Service Research*, Forthcoming.

CONFERENCE PRESENTATION

"A Dynamic Bayesian Causal Inference Model with Mediation," Causal Data Science Meeting 2022.

"Ownership Expression and Its Consequences on Evaluation," The Association for Consumer Research, Utah, October 2022.

"The Consequences of Ownership Expression in the Marketing Context," The Society for Consumer Psychology 2022.

"The Impact of Wal-Mart's Sales Information Disclosure on Supplier Performance," The 40th Annual ISMS Marketing Science Conference, Philadelphia, June 2018.

"The Economics of Jailbreak," The 40th Annual ISMS Marketing Science Conference, Philadelphia, June 2018.

"Discovering Different Processes for New Product Diffusion: Evidence from Online User Network Activities," The 40th Annual ISMS Marketing Science Conference, Philadelphia, June 2018.

"Effect of Appeal Content on Fundraising Success and Donor Behavior," The 40th Annual ISMS Marketing Science Conference, Philadelphia, June 2018.

"The Impact of Wal-Mart's Sales Information Disclosure on Supplier Performance," The POMS 29th Annual Conference, Houston, May 2018.

"Incentivizing Knowledge Generation through Crowdsourcing Contents: An Empirical Investigation," The 39th Annual ISMS Marketing Science Conference, LA, June 2017.

"Low-Price Guarantees in a Distribution Channel of Travel Products," Eleventh Annual Frank M. Bass – UT Dallas Frontiers of Research in Marketing Science Conference, Dallas, March 2017.

"Feedback in Crowdsourcing Contests: A Theoretical and Empirical Investigation," The 37th Annual ISMS Marketing Science Conference, Baltimore, June 2015.

TEACHING EXPERIENCE

Advanced Econometrics (Ph.D. level)
- Spring 2022, Virginia Tech (5.8/6)
- Spring 2021, Virginia Tech (5.8/6)
- Spring 2020, Virginia Tech (5.8/6)
- Spring 2019, Virginia Tech (5.5/6)
- Spring 2018, Virginia Tech (6/6)

Marketing Models Seminar (Ph.D. level)
- Spring 2015, Virginia Tech (5.8/6)

Marketing Research (Graduate and Undergraduate Level)
- Spring 2023, University of Central Florida (4.56/5)
- Fall 2022, University of Central Florida (4.61/5)
- Fall 2021, Virginia Tech (5.5/6)
- Fall 2020, Virginia Tech (5.5/6)
- Fall 2019, Virginia Tech (5.3/6)
- Fall 2018, Virginia Tech (4.8/6)
- Spring 2018, Virginia Tech (5/6)
- Spring 2017, Virginia Tech (5.3/6)
- Fall 2015, Virginia Tech (5/6)
- Summer 2015, Virginia Tech (6/6)
- Spring 2015, Virginia Tech (4.8/6)
- Spring 2014, Virginia Tech (4.5/6)
- Fall 2013, Virginia Tech (4.3/6)

Principles of Marketing (Undergraduate Level)
- Spring 2012, UT Dallas (4.9/5)
- Fall 2012, UT Dallas (5/5)
- Spring 2011, UT Dallas (4.9/5)