Yikun Jiang

Updated 08/2026

Academic Position

07/2025-Present **Purdue University, Mitch Daniels School of Business** **Indiana, USA**
Assistant Professor in Management Information Systems

Education

07/2019-05/2025 **University of California, Berkeley** **California, USA**
Ph.D. in Economics
Dissertation Committee: Stefano DellaVigna (co-chair), Matthew Osborne (co-chair), Nano Barahona, Benjamin Handel, Olivia Natan

09/2018-07/2019 **University of Toronto, Rotman School of Management** **Ontario, Canada**
First-year Ph.D. studies in Quantitative Marketing

08/2018 **McGill University** **Quebec, Canada**
Honors Bachelor of Arts
Economics and Mathematics

- Ranked 1st in Faculty of Arts with Dean's Convocation Prize
- Graduated from Honors Economics program with Hubert Marleau Prize

Publication

Does Premium Version Adoption in mHealth Improve User Engagement and Health-Related Outcomes?, with Kosuke Uetake and Nathan Yang. *(Forthcoming at Marketing Science,* Article in Advance*)*

- As Lead Author
- Best Student Paper Award at the Conference on Health IT and Analytics (CHITA) 2025

Selected Working Papers

Encouraging Online Content Contributions with Peer Recognition and Platform Rewards: Evidence from a Field Experiment and Structural Model.

Victim of Your (Customer's) Own Success, with Nathan Yang. *(Reject and Resubmit at Journal of Marketing Research)*

Teaching Experience

01/2026-05/2026 Instructor in MGMT 382 Management Information Systems
08/2023-12/2023 Graduate Student Instructor in Evening Weekend MBA 200S Data & Decisions
05/2023-08/2023 Mentor for Undergraduate Research Apprentice Program
01/2023-05/2023 Graduate Student Instructor in ECON121 Industrial Organization and Public Policy
08/2022-12/2022 Graduate Student Instructor in Evening Weekend MBA 200S Data & Decisions
01/2022-05/2022 Graduate Student Instructor in PhD Econometrics Theory
08/2021-12/2021 Graduate Student Instructor in Evening Weekend MBA 200S Data & Decisions
09/2020-12/2020 Mentor for Undergraduate Research Apprentice Program
08/2020-12/2020 Graduate Student Instructor in ECON140 Economic Statistics and Econometrics
01/2018-05/2018 Teaching Assistant in MATH447 Introduction to Stochastic Processes
09/2017-12/2017 Teaching Assistant at Mathematics & Statistics Helpdesk
09/2017-12/2017 Teaching Assistant for students with disabilities in ECON450 Honors Advanced Theory 1
01/2017-04/2017 Teaching Assistant in MATH223 Linear Algebra 2
01/2017-04/2017 Teaching Assistant for students with disabilities in ECON352 Honors Macroeconomics D2

Research Grants

05/2025 UC Berkeley Conference Travel Grant ($900 x2)
12/2022 Alleviating Digital Addiction through Goal Design ($14,405), joint applicant with Ying Bao and Matthew Osborne
04/2018 Marketing Science Institute ($11,900), joint applicant with Linda Hagen, Barbel Knauper, Kosuke Uetake and Nathan Yang

Selected Awards

04/2025 Best Student Paper Award at the Conference on Health IT and Analytics (CHITA)
06/2024 2024 ISMS Doctoral Consortium Fellow
05/2024 Departmental Summer Research Grant, University of California, Berkeley
01/2024 Dissertation Completion Fellowship, University of California, Berkeley
05/2023 Departmental Summer Research Grant, University of California, Berkeley
05/2022 Departmental Summer Research Grant, University of California, Berkeley
05/2021 Departmental Summer Research Grant, University of California, Berkeley
05/2020 Departmental Summer Research Grant, University of California, Berkeley
08/2019 Departmental Fellowship, University of California, Berkeley
09/2018 University of Toronto Rotman School of Management Director's Fellowship
09/2018 University of Toronto Fellowship
10/2018 First Class Honors in Economics
10/2018 Dean's Honors List (Graduation)
10/2018 Dean's Convocation Prize
10/2018 Hubert Marleau Prize in Economics
04/2018 IVADO Undergraduate Research Scholarship
10/2017 Membership of Golden Key International Honor Society
09/2017 Tomlinson Engagement Award for Mentoring
08/2017 Dean's Honors List
07/2017 Marry Coppin Scholarship
06/2017 Dr. John W. Birch Prize
05/2017 McGill University Arts Internship Award

Conference Presentations

Production and Operations Management Society (POMS) Annual Conference (2026)
Allied Social Science Associations (ASSA) Annual Meeting (2026)
Conference on Information Systems and Technology (CIST, 2025)
INFORMS Annual Meeting (2025)
Science of Philanthropy Initiative Conference (2025)
The Chicago School in Experimental Economics (2025)
NBER Summer Institute in Digital Economics and Artificial Intelligence, Rising Star Session (2025)
Boston University Platform Strategy Research Symposium (2025)
The 100th Annual Conference of Western Economic Association International (2025)
Caltech Center for Theoretical & Experimental Social Sciences (CTESS) Theory Workshop (2025)
Behavioral Industrial Organization & Marketing Symposium (2025)
The 15th Annual Conference on Health IT and Analytics (2025)
The 3rd Health Care Markets Conference (2025)
ISMS Marketing Science Conference (2024)
Spring School in Behavioral Economics (2024)
16th Annual Meeting of the Society for the Science of Motivation (2024)
15th Annual Meeting of the Society for the Science of Motivation (2023)
ISMS Marketing Science Conference (2022)
ISMS Marketing Science Conference (2020)
Southern Ontario Behavioral Decision Research (SOBDR) Conference (2019)
The Inaugural GW Intelligence of Things Conference (2019)

Referee Service

Journals: Management Science, Information Systems Research, Information Economics and Policy

Conferences: Conference on Information Systems and Technology, International Conference on Information Systems

Other Activities

05/2026 POMS session co-chair with Jinan Lin
02/2024 Moderator for Luohan Academy Digital Economy Webinar Series
12/2022-03/2023 Visiting Research Scholar at Luohan Academy, Alibaba Group
01/2022-05/2022 UC Berkeley IO Workshop organizer (joint with Yuki Ito)