MIN TIAN

Fisher College of Business, 542 Fisher Hall, 2100 Neil Ave. Columbus, OH 43210

tian.90@osu.edu

ACADEMIC POSITION

Assistant Professor, Fisher College of Business, The Ohio State University,	2020-present
Instructor, Fisher College of Business, The Ohio State University,	2019-2020

EDUCATION

Wisconsin School of Business, University of Wisconsin-Madison

Doctoral, Marketing	Aug 2019
Master of Economics	August 2013

Georgetown University	May 2010
Master of Statistics	

Beijing Institute of Technology	August 2008
Bachelor of Mathematics and Applied Mathematics	

RESEARCH INTEREST

Consumer response to firm-initiated communications, digital marketing effectiveness, cross-channel spillovers and cross-media synergies, Hierarchical Bayes model, Hidden Markov Model, big data analytics, machine learning, Field experiments

PUBLICATION

Tian, Min, David Kaufman, Saul Shiffman, and Neeraj Arora. "EXPRESS: Over-the-Counter Drug Consumption: How Consumers Deviate from Label Instructions." Forthcoming at **Journal of Marketing Research**,

https://doi.org/10.1177/00222437231199434.

Tian, Min, Paul R. Hoban, and Neeraj Arora. "What Cookie-Based Advertising Effectiveness Fails to Measure." Forthcoming at **Marketing Science**

https://doi.org/10.1287/mksc.2023.1453

Pang, Huihui, Weigao Ge, and Min Tian. "Solvability of nonlocal boundary value problems for ordinary differential equation of higher order with a p-Laplacian." **Computers & Mathematics with Applications** 56, no. 1 (2008): 127-142.

WORKING PAPERS

Cross Channel Effects and Synergies in Digital and Traditional Advertising (with Paul Hoban and Neeraj Arora) In preparation for submission.

Long-term impact of AB test (with Neeraj Arora) In preparation for submission.

Not All is Written in The Stars: When and Why One-Star Ratings Lead to Increased Purchase Likelihood (with Bowen Ruan, Taly Reich) prepared for submission

AWARDS, HONORS AND SCHOLARSHIPS

2019 UW Madison Conference Presentation award, Student Research Grants Competition

2018 AMA Sheth Doctoral Consortium Fellow

2017-2018 Stewart M. and Grace Marcia McKinnon Estate Fund in Business Award

2016-2017 John G. Schutz Excellence in Marketing Award

2015-2016 William Beers Fellowship Award

2014-2015 Mendota Marketing Scholarship

2013-2017 WSB Dean's naming Scholarship

2008-2009 Georgetown Graduate School Tuition Scholarship

2005-2008 Beijing Institute of Technology Scholarship

2007 Beijing Institute of Technology Outstanding Student

SELECTED CONFERENCE PRESENTATIONS

2023

Mittelstaedt & Gentry Doctoral Symposium

Tianjin University

2022

George Mason University

Marketing Science

TPM Theory and Practice in Marketing Conference

CMIC China Marketing International Conference

2019 Marketing Science, Rome, Italy
Impact of Retargeted Display Advertising

2018 Marketing Science, Philadelphia, USA
Cross-Channel Effects and Synergies in Digital and Traditional Advertising

2017 Albert Haring Symposium, University of Indiana-Bloomington, Bloomington, IN, USA
Label Deviations: OTC Drugs

2015 Albert Haring Symposium, University of Indiana-Bloomington, Bloomington, IN, USA
Discussant

TEACHING

Data-Driven Marketing (Graduate, OSU, Spring 2024)

Recent Advances in Marketing (PhD, OSU, Fall 2021 and Spring 2022)

Marketing Research (Undergraduate, OSU, Spring 2020/2021/2022/2023/2024)

Marketing Analytics (Undergraduate, UW Madison, Spring 2019)

SERVICE

Member of Faculty Recruiting Committee (2021, 2022, 2023)

Member of Doctoral Student Recruiting Committee (2020, 2022)