

# Jin Miao

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## CONTACT INFORMATION

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## ACADEMIC APPOINTMENT

**Singapore Management University**, Singapore **July 2026 - Current**  
Assistant Professor of Marketing

## EDUCATION

**University of Texas at Dallas**, Richardson, TX **Aug 2020 - May 2026**  
Ph.D. Quantitative Marketing

**Columbia University**, New York City, NY **Aug 2017 - May 2018**  
M.S. Marketing Science

**Tsinghua University**, Beijing, China **Aug 2013 - July 2017**  
B.A. Economics & B.S. Psychology

## RESEARCH INTERESTS

**Substantive:** Generative AI, Behavioral Economics, New Product Development  
**Methodology:** Deep Learning / AI, Game Theory

## PUBLICATION

**Designing Loot Boxes: Implications for Profits and Welfare**  
Jin Miao, Sanjay Jain  
Marketing Science (2024) vol. 43, no. 6, pp. 1242–1259.

**Abstract:** A loot box is a probabilistic allocation of virtual products, the exact outcome of which is known to consumers only after purchase. Consumers sometimes purchase these goods multiple times until their preferred products are obtained. As loot boxes have been gaining enormous popularity in recent years, they are often criticized as exploitative and socially wasteful. In this study, we develop a stylized model to study the optimal design of loot boxes and its impact on profits and social welfare. We find that firms may assign asymmetric probabilities to *ex ante* symmetric products. Firms could use loot boxes to offer products at low prices to users who would not buy these products under the traditional pricing strategy. Loot boxes enable firms to earn higher profits due to better price discrimination and market expansion. Contrary to the widespread criticism of loot boxes as socially harmful, our analysis reveals that the loot box strategy can improve social welfare. Some platforms promise that consumers can obtain their preferred products with no more than a certain number of purchases. Contrary to conventional wisdom, our analysis reveals that such a strategy can increase firm's profits while reducing consumer welfare.

## WORKING PAPERS

**A Generative Model of Consumer Decision Dynamics in Limited-Time Products**  
Jin Miao, Fanglin Chen, Ying Xie

**Pricing of Services: An Analysis of the Impact of Availability Bias**  
Sanjay Jain, Jin Miao

## INVITED TALKS

Tsinghua University	October 2025
Chinese University of Hong Kong, Shenzhen	October 2025
University of Texas, Austin	October 2025
Singapore Management University	September 2025
City University of Hong Kong	September 2025

TEACHING EXPERIENCE	<b>Marketing</b> (Undergraduate Core), Singapore Management University <i>solo instructor</i>	Fall 2026 ( <i>scheduled</i> )
	<b>Principles of Marketing</b> (Undergraduate Core), the University of Texas at Dallas <i>solo instructor</i> <i>Outstanding Ph.D. Teacher Award</i> (2025)	Fall 2023, Fall 2024, Spring 2026
HONORS AWARDS SCHOLARSHIPS	Graduation with High Distinction	Spring 2026
	Nominee for President’s Teaching Excellence Award	December 2025
	ISMS Doctoral Consortium Fellow	Summer 2025
	ISMS Doctoral Dissertation Early-Stage Grant, Finalist	Spring 2025
	AMA-Sheth Foundation Doctoral Consortium Fellow	Summer 2023
	Betty and Gifford Johnson Travel Awards	Summer 2023
CONFERENCE PRESENTATIONS	INFORMS Annual Conference	Atlanta GA, October 2025
	INFORMS Marketing Science Annual Conference	Washington DC, June 2025
	BizAI Annual Conference	Richardson TX, March 2025
	INFORMS Marketing Science Annual Conference	Miami FL, June 2023
	Production and Operations Management Conference	Orlando FL, May 2023

*Last Update: June 2026*