Jiajun Tian

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Queens, NY 11101

Education

Stony Brook University, Ph.D. in Economics (STEM), *Expected* May 2026
Advisors: Yiyi Zhou, Ting Liu, Mark R. Montgomery

The George Washington University, M.A. in Applied Economics, May 2020

Stony Brook University, B.S. in Applied Mathematics & Statistics, Dec 2018
Dean's List (Fall 2015, Fall 2016, Spring 2017, Spring 2018, Fall 2018)

Research Fields

Empirical Industrial Organization; Applied Game Theory; Applied Microeconomics

Projects

Promotion and Consumer Search in the Retail Market: An Empirical Analysis of the U.S. Pharmacy Industry *JMP: Work in Progress*

- Based on proprietary NielsenIQ scanner and household panel data, this paper analyzes how retailers strategically deploy promotions on private-label products to compete both against rival stores and third-party brands within the same store. It integrates a sequential search model with a BLP-style demand system to quantify effects on store traffic, profits, and consumer welfare, and conducts counterfactual simulations to assess equilibrium outcomes.

Mixed Bundling in Two-Sided Markets *Work in Progress*

- Using data on the video game console industry, this project builds a structural model to study how two-sided pricing and bundling affect platform market power, third-party incentives, and consumer surplus.

Cross-Category Demand Spillovers and Loss-Leader Promotions *Work in Progress*

- Using large-scale NielsenIQ data, this project models how discounts in one category affect basket-level sales across other categories, highlighting cross-category spillovers and loss-leader strategies in retail competition.

Teaching Experience

Stony Brook University, Stony Brook, NY   Aug 2025–Present
Undergrad Instructor, Department of Economics

- Taught *Introduction to Econometrics*; designed syllabus, lectures, and assessments; delivered all lectures and evaluated student performance.

- Integrated active-learning methods and econometric software (*Excel*, *R*) into lectures.

Stony Brook University, Stony Brook, NY   2020–2025
Teaching Assistant (Undergraduate Courses), Department of Economics

- Led recitations for *Intermediate Microeconomic Theory*, *Introduction to Economics*, *Mathematical statistics* and *Money & Banking*.

- Assisted with course material preparation, grading exams and assignments, and holding office hours.

Certifications & Skills

Wharton Business Analytics Specialization.
Software: MATLAB, R, Stata, Python, SQL, Excel, LaTeX.

Languages

English (Fluent), Mandarin (Native), Japanese (Basic)

Dissertation Committee / References

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